

LIFE



SPRING PLANTING

MAY 25, 1942

10

CENTS

YEARLY SUBSCRIPTION \$4.50

PROUD GRADUATES ...PRIZED GIFTS

Did you ever give a wedding ring—have a baby—or celebrate an anniversary in your family or in your lodge or in your company? Such moments renew and seal all the hopes and promises that went before . . . they mark the fact that they have been fulfilled now. WELL—SAY SO! Maybe you're tongue-tied? Think: Maybe the other fellow is tongue-tied, too. So—why not let somebody else speak for both of you? Let Sheaffer's say: "We believed in you all along. You believed in us. Let Sheaffer's *Lifetime** say what we cannot say—. It is guaranteed for life, just like the sentiment that we hold for you."

. . . Because of the quality of the Sheaffer *Lifetime* pen, and because more people know that it is the quality pen of the United States, ENOUGH PEOPLE HAVE GIVEN AND RECEIVED IT TO MAKE THIS THE LARGEST-SELLING QUALITY PEN IN THE UNITED STATES . . . a hint to all who wish to give lastingly, help daily, and remind the recipient of the giver's lifelong high regard. Match your gift of Sheaffer's *Lifetime* pen with a sweet-writing Fineline pencil—and your gift will say, "I mean this—for time without end." W. A. Sheaffer Pen Company, Fort Madison, Iowa; Toronto, Ontario, Canada.

*All *Lifetime* pens are unconditionally guaranteed for the life of the owner except against loss and willful damage—when serviced, if complete pen is returned, subject only to insurance, postage, handling charge—35c.



THE WHITE DOT IDENTIFIES THE *Lifetime* PEN

STATESMAN *Lifetime* Feathertouch Ensemble, \$14. Other Ensembles, \$3.95 to \$19.75.



SHEAFFER PENS, ALL COLORS, \$2.75 TO \$20. PENCILS, \$1 UP. ENSEMBLES, \$3.95 UP. DRY-PROOF DESK SETS, \$5 UP.



"TUCKAWAY" *Lifetime* Feathertouch Ensemble. Designed to carry safely in any position—for ladies' purse, men's trousers military use—set, \$16.75—pen, \$12—pencil, \$5.

VIGILANT *Lifetime* Feathertouch Ensemble (Military Clip), \$12.75. Other Ensembles (Military Clip), \$6, \$9, \$14.

DOUBLE-LENGTH FINELINE LEADS—Developed for Sheaffer by Jos. Dixon Crucible Co. Regular Pkg., 15c. Economy Pkg., 25c.



Uses the Last Drop

CHEMOPURE SKRIP, successor to ink, 15c. Economy size, 25c.

"MAGIC CIRCLE" CAP! Bottle threads stay clean!



\$7.50 with pen

SHEAFFER'S



In these busy times



DON'T NEGLECT YOUR "CROWNING GLORY"



Pityrosporum ovale, the strange "bottle bacillus" regarded by many leading authorities as a causative agent of infectious dandruff.

EVERY WEEK WHEN YOU WASH YOUR HAIR,

Listerine *to guard against* Infectious Dandruff!

When defense work takes so much of your time you're likely to side-track some important things. Well—don't side-track your hair and scalp.

Remember that neglect can help bring about a case of the infectious type of dandruff, with the ugly flakes and scales, the irritated, itchy scalp that so often accompany it. Fortunately there's a simple, delightful precaution against this condition, which takes only a few minutes at home—Listerine Antiseptic and massage, as part of your regular hair wash. While there's no assurance, of course, that this guarantees perfect protection, thousands find it very effective.

Kills "Bottle Bacillus"

Listerine Antiseptic kills millions of germs on your scalp and hair, including *Pityrosporum ovale*, the strange "bottle bacillus" that many authorities con-

sider a causative agent of infectious dandruff.

At the same time it gives your scalp a feeling of freshness and invigoration.

76% Got Improvement In Tests

If you already have infectious dandruff, use Listerine Antiseptic and massage twice a day. See how quickly it helps remove distressing flakes and scales, how quickly it helps relieve that miserable itching and inflammation. This is the treatment that has helped so many.

Remember—in clinical tests, 76% of the dandruff sufferers who used Listerine and massage twice a

day showed complete disappearance of, or marked improvement in, the symptoms within a month.

Keep on doing your "bit" but don't neglect hair and scalp. Don't wait for infectious dandruff to get started. The Listerine Antiseptic precaution is as delightful as it is easy. Buy the large economy bottle today. Bear in mind that Listerine is the same antiseptic that has been famous for more than 50 years as a mouth wash and gargle. Lambert Pharmacal Co.

A CHALLENGE

We'll make a little wager with you that if you try one tube of the new Listerine Tooth Paste, you'll come back for more.

LISTERINE ANTISEPTIC

This One



QCKY-NK7-3ZG6

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★ **"FLAG YOUR FRIENDS
ABOUT THIS
WONDERFUL BRAN!"**



"Tell 'em how good this Nabisco 100% Bran really is—what a pleasant way to help relieve constipation caused by too little bulk! And be sure to mention it's a new form of bran—improved in two ways!"



★ **"MEGAPHONE 'EM
ABOUT THAT FLAVOR!"**

"Shout the great news—here's a bran that really *tastes good*! Yes! Nabisco 100% Bran is simply delicious! Get 'em to try the grand recipe for muffins on the Nabisco 100% Bran package!"

★ **"AND A GENTLE HINT
ABOUT ACTION!"**

"Nabisco 100% Bran has a mild action they'll appreciate. For Double-Milling makes the bran fibers smaller—less likely to be irritating. Nabisco 100% Bran contains iron, phosphorus, Vitamin B₁ too! So buy a package today!"



**"HERE'S THE BRAN
YOU'LL LIKE—IT'S MADE
BY NABISCO, BAKERS
OF YOUR FAVORITE
CRACKERS AND COOKIES!"**



Nabisco 100% Bran comes in both pound and half-pound packages. Eat it regularly. If your constipation is not helped in this simple manner, consult a competent physician.

**BAKED BY NABISCO
NATIONAL BISCUIT COMPANY**

**LETTERS
TO THE EDITORS
PRISONERS OF THE JAPS**

Sirs:

I met the writer of the following letter in Chungking, China, a few weeks ago. He is a reputable American businessman who had escaped from Hong Kong. He had just read your article describing the luxuries which Japanese diplomats were enjoying during their internment in the U. S. (LIFE, Feb. 16). He was overcome with bitter indignation as he read this description in the light of the experiences which foreigners were undergoing at the hands of the Japanese in Hong Kong, and insisted that I bring back this message to LIFE.

The writer asked to remain anonymous for understandable reasons.

RAYMOND CLAPPER

Washington, D. C.

Sirs:

Having escaped from Hong Kong in the middle of February, my heart fills with horror and dismay on reading your story describing the luxuries offered Japanese officials at the Homestead, on the assumption that national honor demands extreme consideration. While 250 Japs, attended by 700 waiters, maids, masseurs and whatnots, were rocking on the porch of the world's best hotel, the captured American consular staff in Hong Kong was herded into two small houses without water, electricity or primitive comforts. The extreme consideration shown to Japs in the U. S. A. is interpreted not as honorable hospitality but as a sign of American weakness and fear of Japs' superior strength.

The American people must know that Jap treatment of American non-consular civilians is deliberately cruel, highly inhuman and insulting. American men, women and children, carrying on their backs bundles of the few possessions they saved from Jap looting, were driven like cattle on foot to be interned in the filthiest hotels the Japs could find in Hong Kong. A 6-ft.-by 8-ft. cubicle without windows was allotted to five internees, two sleeping on a single bed, three on the floor with their legs under the bed for lack of space. For five weeks they lived thus, with no air, no light and no permission even to stretch their much-cramped legs, with one water closet for 53 people, no baths, no money, no permission to see outsiders. Their rations were two bowls of cooked rice, scraps of vegetables, $\frac{1}{4}$ oz. of salt and sugar per diem. No milk was allotted for babies. Hospital facilities and the most primitive medical attention were refused to people dying from dysentery.

Many prominent Americans had their faces slapped by Jap soldiers for fun. American residences were completely looted. During the first three days after surrender, Japs went on a rampage of rape and bloodthirsty killing much fiercer than related in Anthony Eden's cautious statement in the House of Commons.

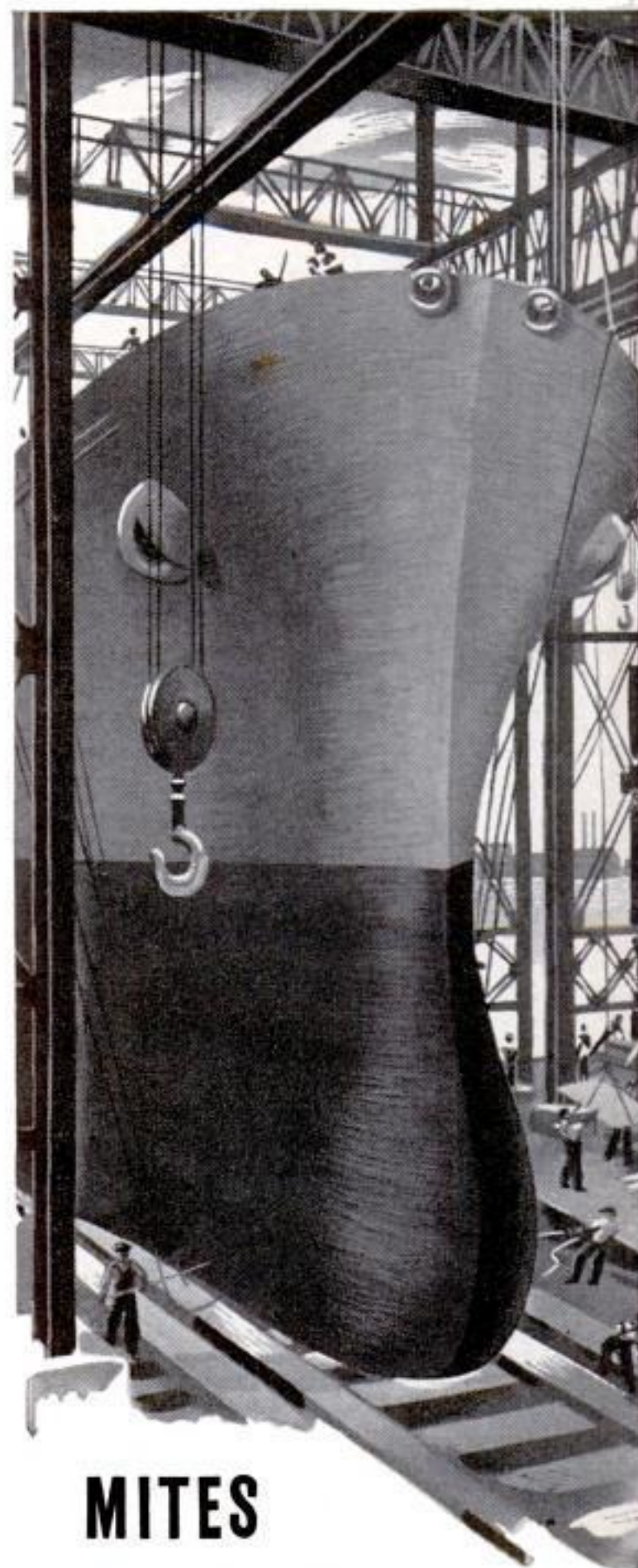
Beginning in February all internees were removed to Stanley Peninsula to live in a concentration camp. They are sheltered in some ruined houses where conditions are slightly better inasmuch as fresh air and exercise are graciously permitted behind barbed wire. Food conditions, however, are getting worse. As treatment of internees does not bear investigation, Japs have refused permission for operation of the camp by the International Red Cross on the grounds that the Imperial Japanese Army knows what treatment should be given enemy aliens.

The condition of British military prisoners is even worse. One death from starvation had occurred already by the end of January; others since have died.

In justice and consideration to American nationals suffering in Jap hands, Jap internees in the U. S. A. should receive similar treatment and similar food rations.

Please consider the above as an eyewitness sworn statement. For obvious

(continued on p. 4)



**MITES
MAKE
MIGHT**

One gross of Dot fasteners costs Uncle Sam about one dollar. Three or four dollars worth are all that even a fully-equipped destroyer needs. But for their safety job on this ship, nothing else will do.

Our share in supplying tough, dependable, quick-acting fasteners for Army and Navy matériel is small.... Their functions are inconspicuous. What is important to us is that they are important to the Services of the country in this time of crisis.

UNITED-CARR FASTENER CORP., Cambridge, Mass.

DOT
REG. U. S. PAT. OFF.
SNAP FASTENERS

**"Drop in some morning
about 10:30, McGinnis,
*and I'll show you a traffic jam!"***



"Sure, Mac, I know—you run up against parades, football crowds—and a World Series now and then. But we're handling traffic jams every day.

"This war is taking some of the traffic off your beat and putting it on mine—taking it off the streets and putting it on the telephone lines.

"And we're getting short of materials. The stuff that used to make switchboards and cables now goes to the shooting part of the war.

"But we've found the public good-natured and helpful just as you have. The trouble began with Hitler and will end when we finish with him."



LONG DISTANCE *helps unite the nation*



High School Grads 18 thru 26 WIN YOUR NAVY WINGS BE A FLYING OFFICER



HERE'S A CHALLENGE to every young American of courage and daring who is burning to *fight* for his country! A challenge to every man who is itching to see action against the enemy—in the air—in America's first line of attack!

It's your opportunity to be a Flying Officer of the Navy... your chance to get into action as a pilot in the finest, the fastest, the most powerful war-planes in the world—the Navy planes that strike first, strike hardest wherever the foe is found.

The Navy needs men to fly these planes. Needs them urgently—today. It wants men of officer calibre—physically fit, mentally alert—men trained to act, to command, to be leaders.

If you are a graduate of high school from 18 thru 26 years of age and in good physical trim, don't wait! Apply now! If you qualify, you may begin active training as a Naval Aviation Cadet with pay of \$75 a month.

Win Your Navy Wings

As an Aviation Cadet, you will receive the finest, the most thorough flight training given any man in aviation anywhere—training that will stand you in good stead when you go into active service, as well as in later life.

You will learn how to handle a plane

as easily as an automobile—from the world's fastest fighters to giant multi-motored bombers. You'll learn piloting, navigation, blind flying, gunnery. You'll practice bombing against real targets. You'll become more than just a flyer. You'll be an all-round expert in aviation.

Be an Officer in the Navy or Marines

After successfully completing your flight training, you will be awarded your commission as Ensign in the Naval Reserve or as 2nd Lieutenant in the Marine Corps Reserve. You'll win the coveted Navy Wings of Gold of a full-fledged Naval Aviator, and your pay will become \$205 to \$245 a month.

College Freshmen! Sophomores! If you are 17 thru 19, you may apply for Naval Aviation at once but remain in college for as long as two calendar years. Get full details on this plan from your College Dean or your Faculty V-1 Advisor.

Here's today's biggest opportunity for young men who want to serve their country. Don't miss it! For full details visit your nearest Navy Recruiting Station at once. Or mail the coupon today for the illustrated booklet, "How You Can Win Your Navy Wings." It gives you the whole story.

FLY WITH THE FINEST—WIN YOUR NAVY WINGS



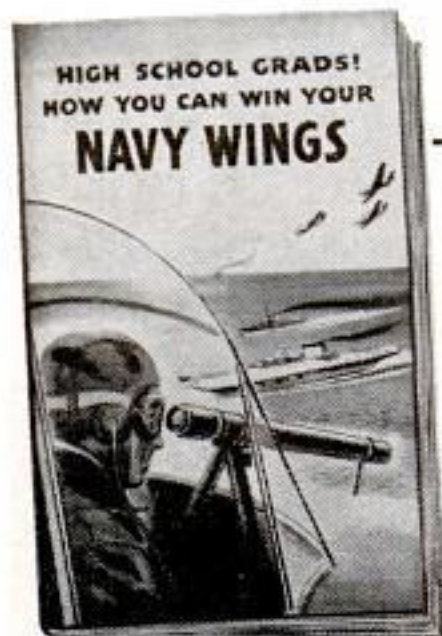
U. S. Navy Recruiting Bureau, Div. V-5
30th Street and 3rd Avenue, Brooklyn, N. Y.

Please send me your free book, "How You Can Win Your Navy Wings." I am _____ years old—a high school graduate ☐, a college student ☐, attending _____ College at _____.

Name _____

Address _____

City and State _____



LETTERS TO THE EDITORS

(continued)

reasons and fear of reprisals on interned relatives, the writer requests that his name be withheld from publication.

MILK

Sirs:

With your photographic essay on milk and its products (LIFE, May 4), I feel that you have added much to your achievements in recording the nature and history of our times, especially now when we find there is so much malnutrition and need for better dietary habits. I congratulate you on this article even though the breeders of various animals may not agree with your discussions of them.

A. W. RUDNICK

Ames, Iowa

Sirs:

You have entirely ignored the breed which, by the way, is the fastest-growing breed, namely, the Ayrshire breed.

J. W. ALSOP

President

Purebred Dairy Cattle Association
Avon, Conn.

Sirs:

You had four breeds in your beautiful display of dairy cattle. The fifth breed, had you included it, might have been shown merely as a silhouette of the cow and the bull of 15 years hence, which will be known simply as the American Dairy Cow. The color scheme is not yet known, nor the size, shape, disposition. Audaciously, the associated breeders of the American Dairy Cattle Club are endeavoring to better the best that the four imported purebred types have achieved in milk and butterfat production, also to include in their testing, culling and breeding plan some of the 95% of America's milk cows which are not members of a pure breed—on the theory that right here in America a superior breed of higher-producing dairy cows can be developed.

CAPT. ALLAN W. McCOMB
Maryville, Tenn.

Sirs:

After reading LIFE's story we wonder if Wisconsin can produce anything like this. Two miles east of Woodstock, Ontario, stands this huge life-size statue. A light has been kept burning



IMMORTALIZED COUNTESS

day and night before this memorial until recently when war conditions forced a blackout.

Springbank Snow Countess is her name and she produced 207,508 lb. of milk in ten lactations, averaging a butterfat level of 4.37%. She died in 1936.

LEONARD LEMP

Tavistock, Ontario

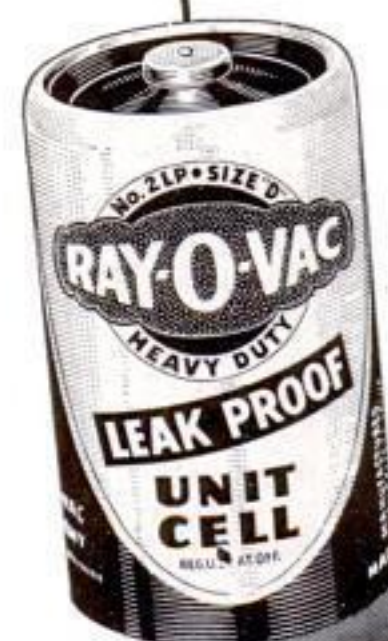
CHEESE

Sirs:

Late this evening I closed the cheese-factory door and wandered away, the monotony of many years of cheese making resting wearily on my soul, the closest brother cheesemaker (whom I've

(continued on p. 6)

Take good care
of your flashlight
—now of all times!



FREE

"Manual for Civilian Defense"—with instructions relating to blackouts, air raids, first aid, etc. 16 pages of valuable information, illustrated. Send for this helpful booklet. No charge, no obligation.



CHECK IT OVER—PUT IT IN SHAPE— GIVE IT LEAKPROOF PROTECTION

Flashlights are important to civilian defense. But metal flashlights are getting scarce. Their manufacture for civilian use is prohibited, by W. P. B. order, as of May 31.

So if you have an old flashlight, look it up and look it over. If it doesn't work, take it to your dealer. He'll be glad to repair or replace a faulty lens, bulb, switch connection—or batteries.

And from now on—KEEP YOUR FLASHLIGHT FIT! Use Ray-O-Vac LEAKPROOF Batteries—guaranteed to guard it against ruinous corrosion—or a new flashlight FREE.

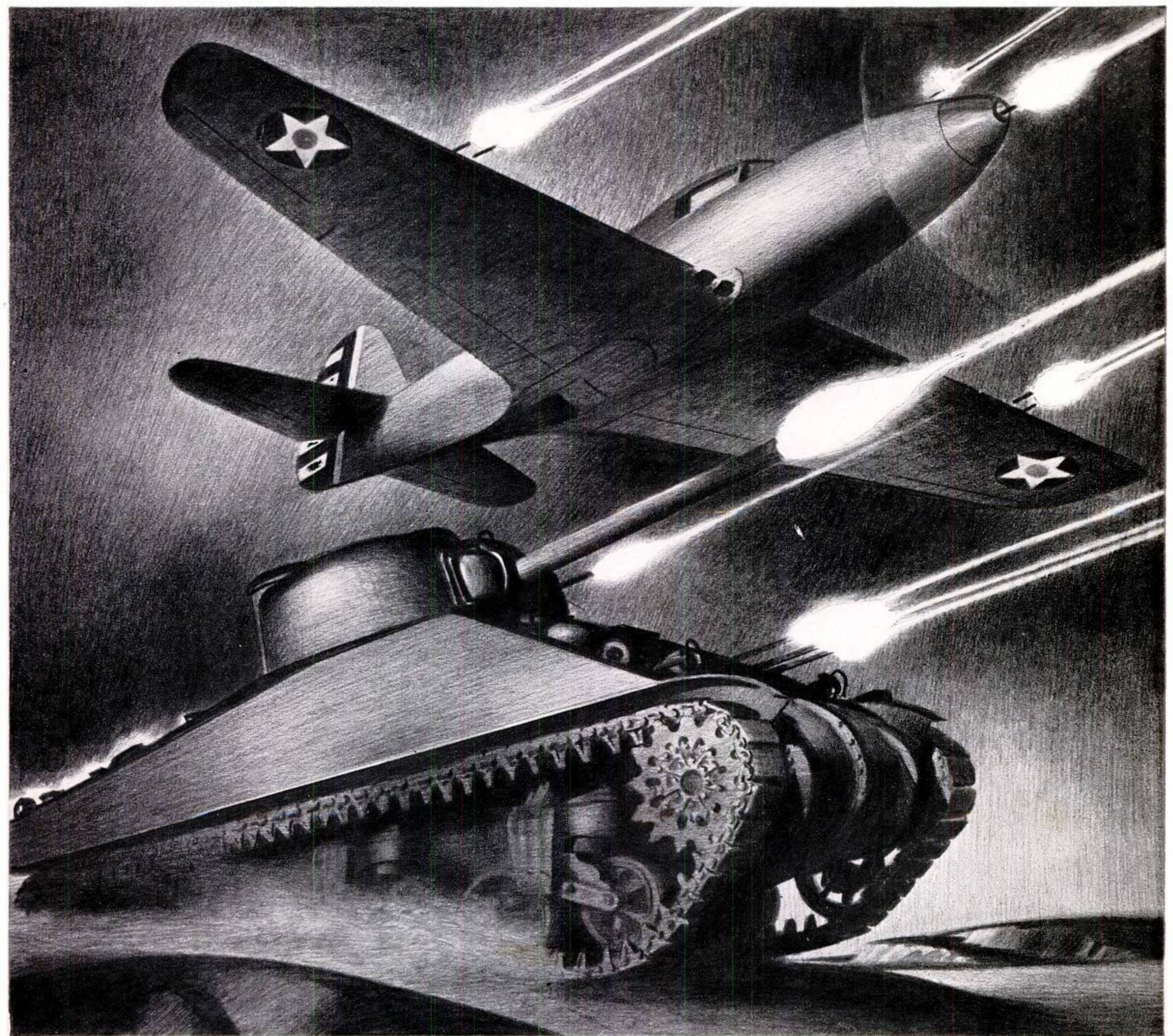
Why not have this protection? It costs no more. Ray-O-Vac LEAKPROOF Batteries are only 10 cents.

Ray-O-Vac Company
2317 Winnebago, Madison, Wisconsin

because its
LEAKPROOF

it's guaranteed to
PROTECT
your flashlight
against ruinous
corrosion

KEEP 'EM FIRING!



For Victory, Buy United States War Bonds!

OLDSMOBILE'S ON THE OFFENSIVE!

—WITH A VAST NON-STOP PRODUCTION DRIVE THAT HAS ALREADY SPEEDED THOUSANDS OF CANNON AND MILLIONS OF SHELL TO OUR ARMED FORCES EVERYWHERE!

Ever since a year ago last March, Oldsmobile has been a leading mass-production arsenal for the U. S. A.

Long before Pearl Harbor, months before the nation went on a full war-time basis, Oldsmobile men and machines were pouring out "Fire-Power" in volume. Thousands upon thousands of deadly automatic cannon for American fighting planes! Millions of high-caliber shell for the field artillery and for tanks!

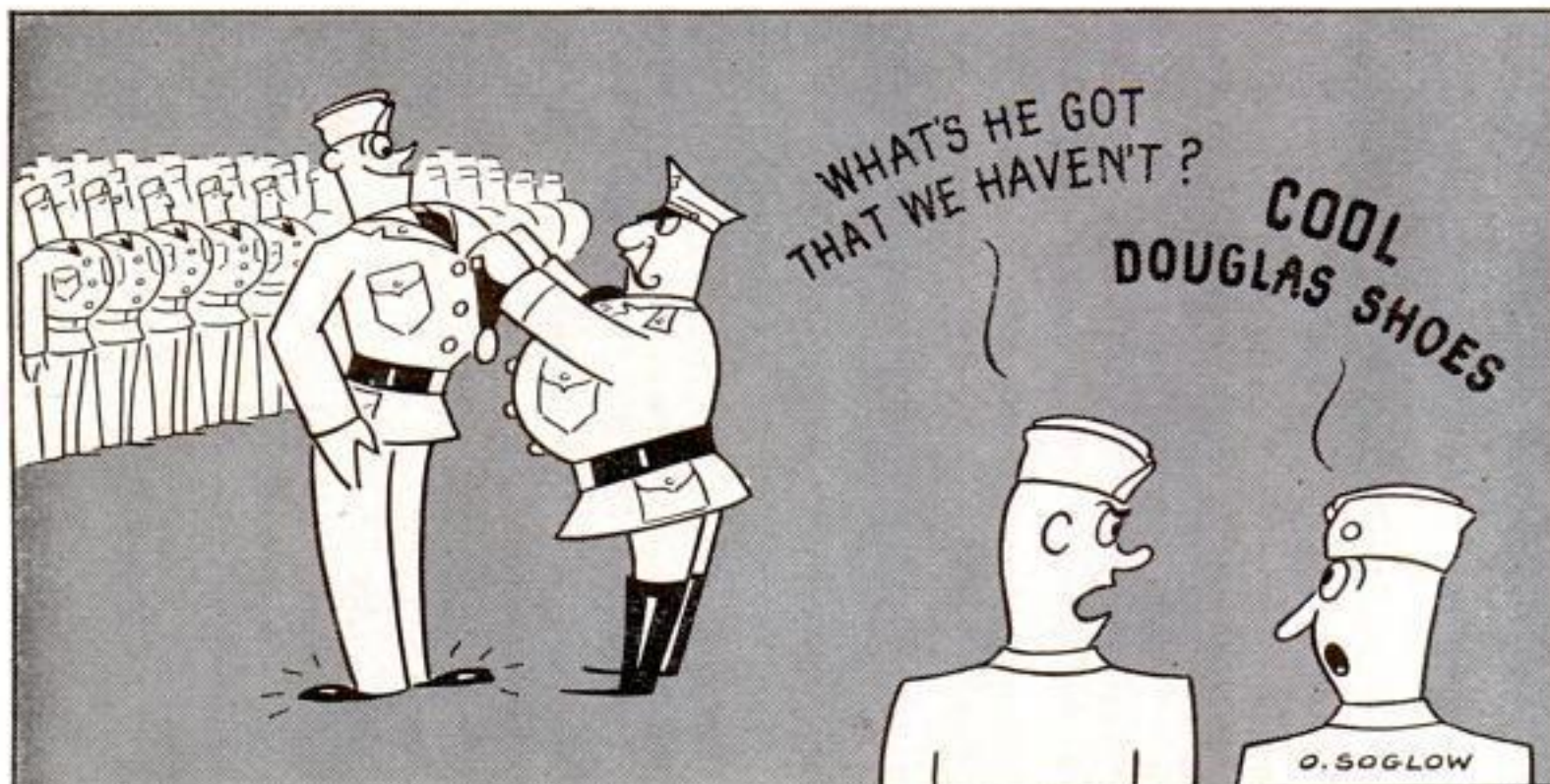
Today, Oldsmobile's offensive is getting results.

The good news is now coming in that Oldsmobile "Fire-Power" is dealing powerful blows at the enemy. The cannon are shooting down enemy planes. The shell are devastating enemy lines. The work of Oldsmobile's "soldiers of production" is giving a great account of itself on battle-fronts everywhere.

"Keep 'em Firing" is Oldsmobile's biggest job in 44 years! "Keep 'em Firing" will be the war-cry—and the *determination*—of every Oldsmobile worker until this war is won.

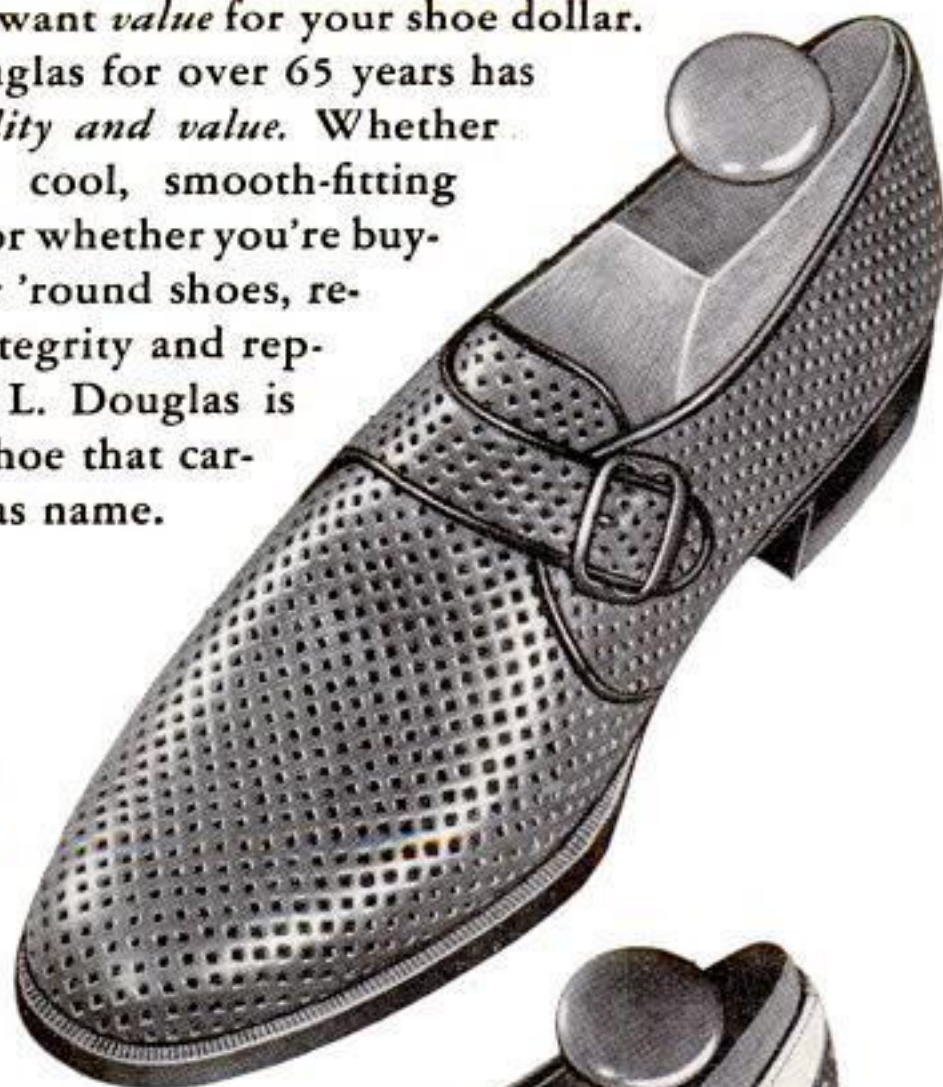
OLDSMOBILE DIVISION OF GENERAL MOTORS

★ VOLUME PRODUCER OF "FIRE-POWER" FOR THE U. S. A. ★

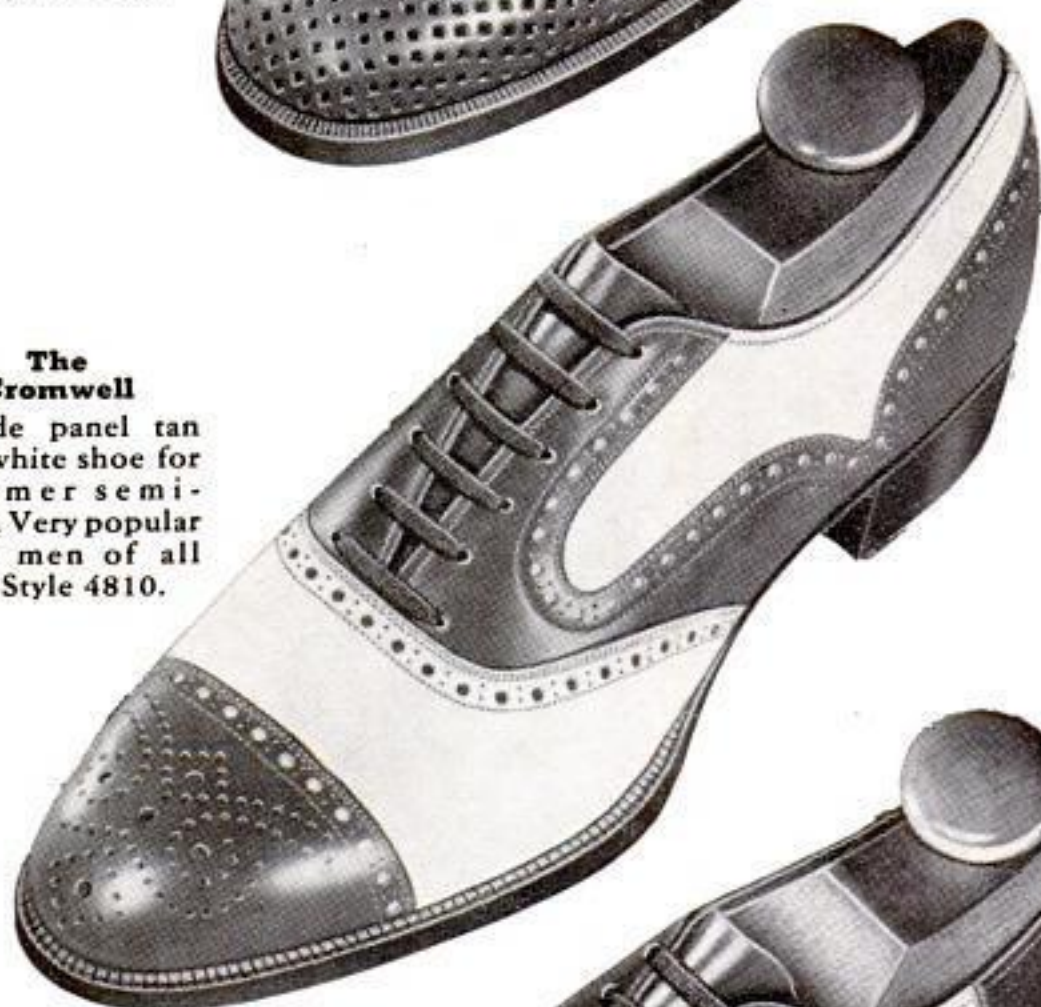


In buying shoes today, you want style, yes, but more, you want *value* for your shoe dollar. The name Douglas for over 65 years has stood for *quality and value*. Whether you're buying cool, smooth-fitting summer shoes or whether you're buying all-the-year 'round shoes, remember the integrity and reputation of W. L. Douglas is behind every shoe that carries the Douglas name.

★ **The Yale**
Completely ventilated from stem to stern—cool as a sea breeze—light, smart and comfortable. Style 4947.



★ **The Cromwell**
A side panel tan and white shoe for Summer semi-dress. Very popular with men of all ages. Style 4810.



Douglas "Down-to-the-Wood" construction assures better fit and greater comfort.



★ **The Duke**
A Summer style for almost any occasion. In tan and white, with a smart military effect. Style 4844.



Douglas Shoes
W. L. DOUGLAS SHOE CO., BROCKTON, MASS.

STORES IN PRINCIPAL CITIES
GOOD DEALERS EVERYWHERE
AMERICA'S BEST KNOWN SHOES

LETTERS TO THE EDITORS

(continued)

never met) more than 100 miles away. One-half hour later at home, I was visiting Cheesemaker Edwin Schroeder of Glenbeulah, Wis. in his most orderly factory. Thanks to you and Mr. Schroeder, I no longer feel like the forgotten man.

Tomorrow I'm going back in there pitching with a Schroeder glint in my eye, producing "enough for the U. S. and its Allies."

LYNDON C. AXFORD
Walla Walla, Wash.

KID BROTHER

Sirs:

I am proud of the Chinese cadet pilot whose picture appeared on the cover of your fine magazine (LIFE, May 4). He is my kid brother.

In 1935 I came to the U. S. as a member of the Chinese Davis Cup Team. After the tennis matches (U. S. vs. China) which took place in Mexico City, Mexico, instead of returning home I chose to accept a scholarship at Tulane University and have stayed here ever since.

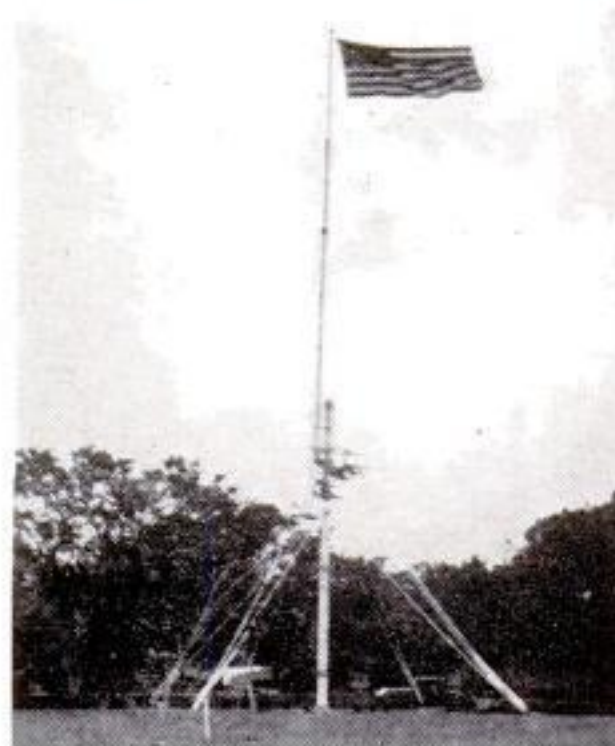
I have not seen Chao-Min for seven years. Whether I will be able to see him before he returns to chase the Japs out of our country is doubtful.

GUY (CHAO-CHIA) CHENG
Eagleville, Pa.

THE FLAG

Sirs:

Here is a picture, which I took when stationed there before the war, of the Flag at Corregidor. This is the Flag



FLAG OVER CORREGIDOR

that was twice rescued from the ground in Jap attacks and hauled again to the mast peak. It will fly at Corregidor again one day.

S. I. CHAPMAN
Warrant Officer
Headquarters First Corps Area
Boston, Mass.

ARMY WEDDINGS

Sirs:

According to your newsfront pages on the A. E. F. in Australia (LIFE, May 4), the Army seems to be getting married on quite short notice. I am very sorry to hear this, for it does not tend toward a lasting marriage.

Here at Corpus Christi, site of the great naval air base, I have performed 260 weddings since the beginning of the station 18 months ago. According to my figures, 90% of the Navy marry the home-town girl. I have had dozens of church weddings with the bride and her attendants coming for hundreds, even thousands of miles.

I am for the young people getting married, provided they know whom they marry, but they cannot know one another in three months. So "Hurrah" for the Navy and tell the Army to watch their step in marriage.

WILLIAM H. WALLACE JR.
Minister

First Methodist Church
Corpus Christi, Texas

BESTFORM

"Angela"



This cleverly constructed "Angela" bra is high on your "preferred list" of Bestform brassieres—one of a varied, complete collection designed for all figure types. It affords control from the sides as well as uplift from underneath. Cotton and rayon batiste; center section of "Darleen" elastic.

79¢

BESTFORM FOUNDATIONS, Inc. • 358 FIFTH AVE., NEW YORK

SHERMAN BILLINGSLEY
proprietor of
New York's famous
Stork Club

AT THE
STORK CLUB—WE
LIKE THE EXTRA FLAVOR
COLMAN'S MUSTARD
GIVES TO FOOD!

At famous hotels, restaurants and clubs, you'll find Colman's. Try Eggs Baked in Cheese Sauce as served at the Stork Club: Melt 6 tbs. butter in double boiler; add 6 tbs. flour; ¾ tsp. salt; 3 c. milk and stir until thickened. Add 2 tsp. Colman's (dry) Mustard and 2 c. grated processed American cheese. Stir until cheese melts. Pour half of sauce into shallow baking dish. Break 10 eggs into sauce; cover with rest of sauce. Bake in moderate oven (325°F.) 20 or 25 minutes. Serves 6.



FREE RECIPE BOOKLET—Atlantis Sales Corp., Sole Distributor, 3425 Mustard Street, Rochester, N. Y. Please send me 12 new Colman's recipes.

Name _____
Address _____



They brought the Stratosphere back alive

At 35,000 feet the temperature is 67 degrees below zero. The air is so thin it does no good to breathe it. Without oxygen, a man will lose consciousness in half a minute.

This is the beginning of the true stratosphere, the region where the air does not get colder, no matter how high you go. Up there, in that eternal winter, oil becomes gum; metal shrinks; grease freezes; bullets shatter tires like clay pigeons.

This is the medium in which Boeing Flying Fortresses* do their appointed work. Boeing

engineers, designers and research men have made it possible for guns to fire, bombs to fall, motors to run, propellers to drive and men to work in regions where even birds are left behind and only stars disturb the ghostly reaches of the sky.

The triumph of the airplane over altitude represents years of research by Boeing flight engineers working six, seven, and more miles above the earth. No other group has spent so much time so high.

And the job is still going on. Today Boeing flight research men bring many of their problems down to

earth — to the Strato-chamber, a sealed laboratory designed by Boeing engineers to reproduce at one time the intense cold and the extreme low-pressure conditions of the stratosphere.

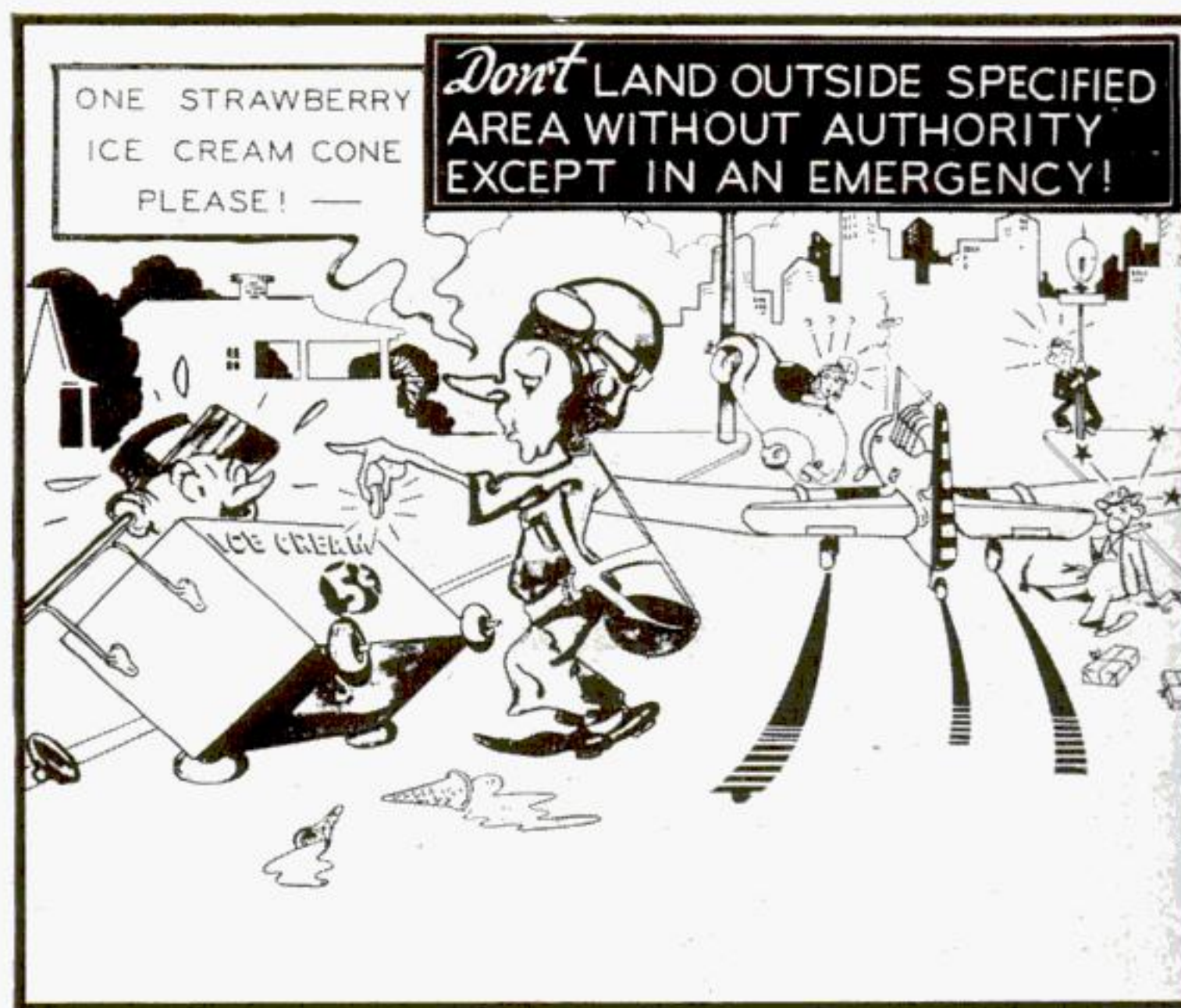
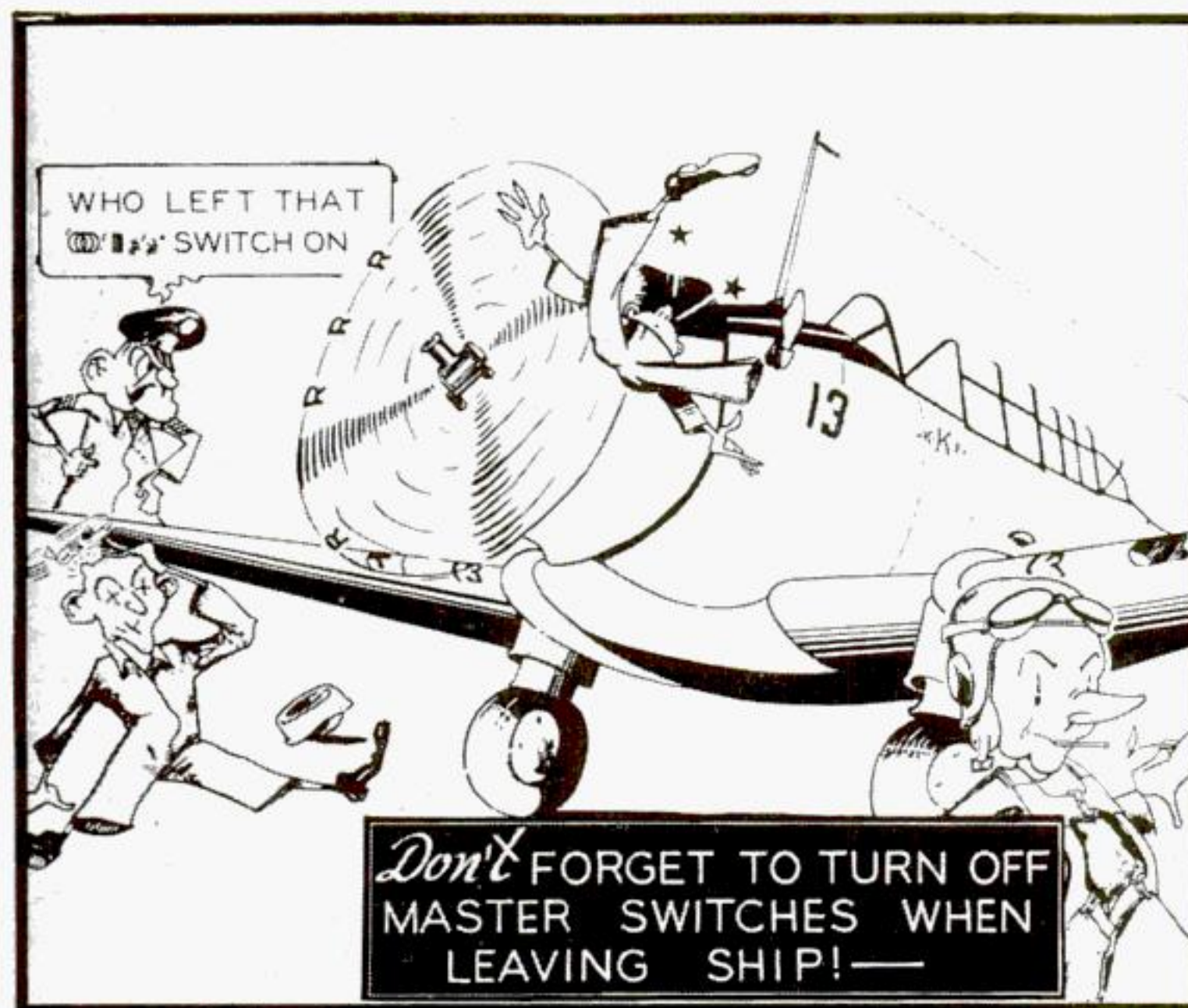
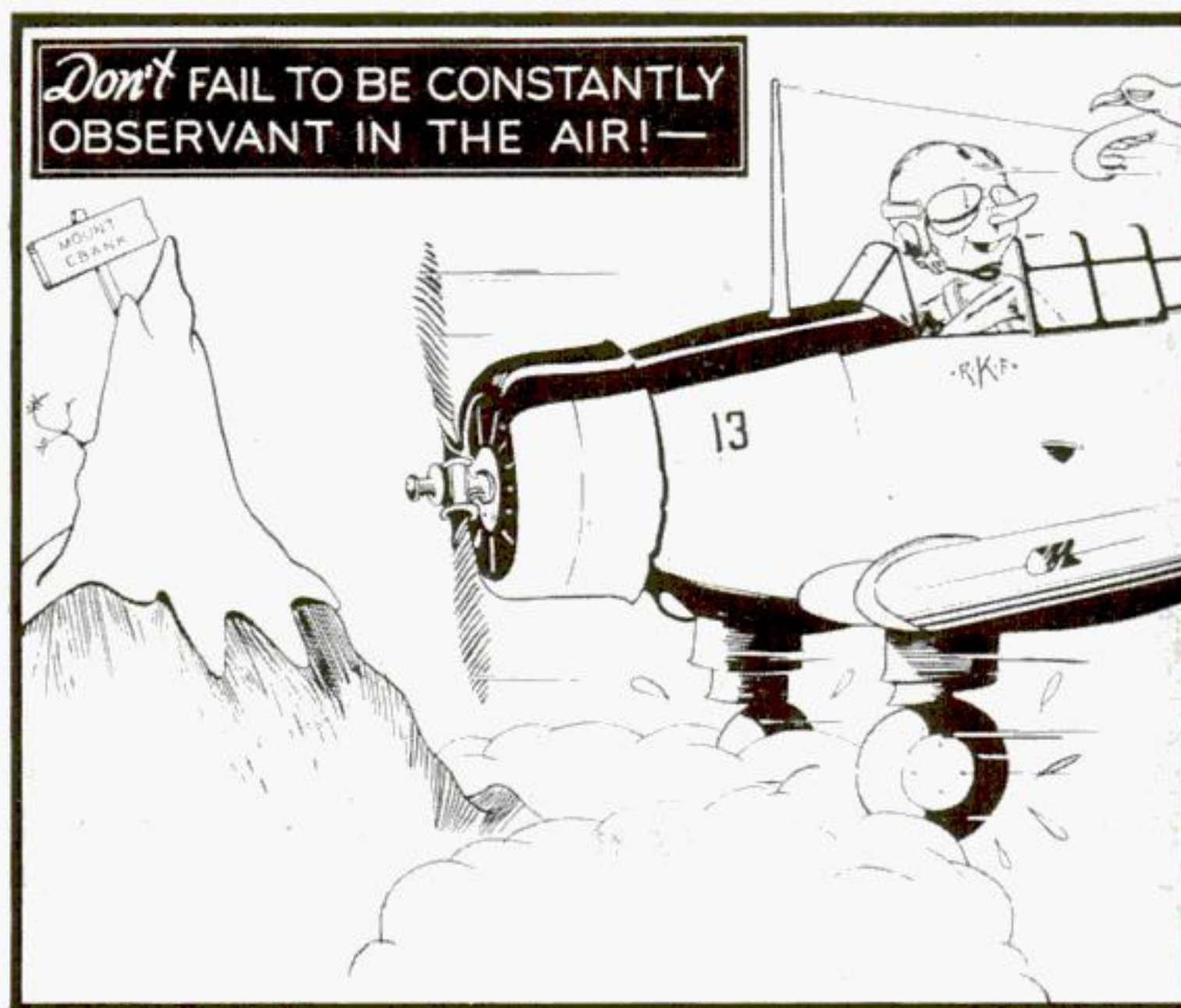
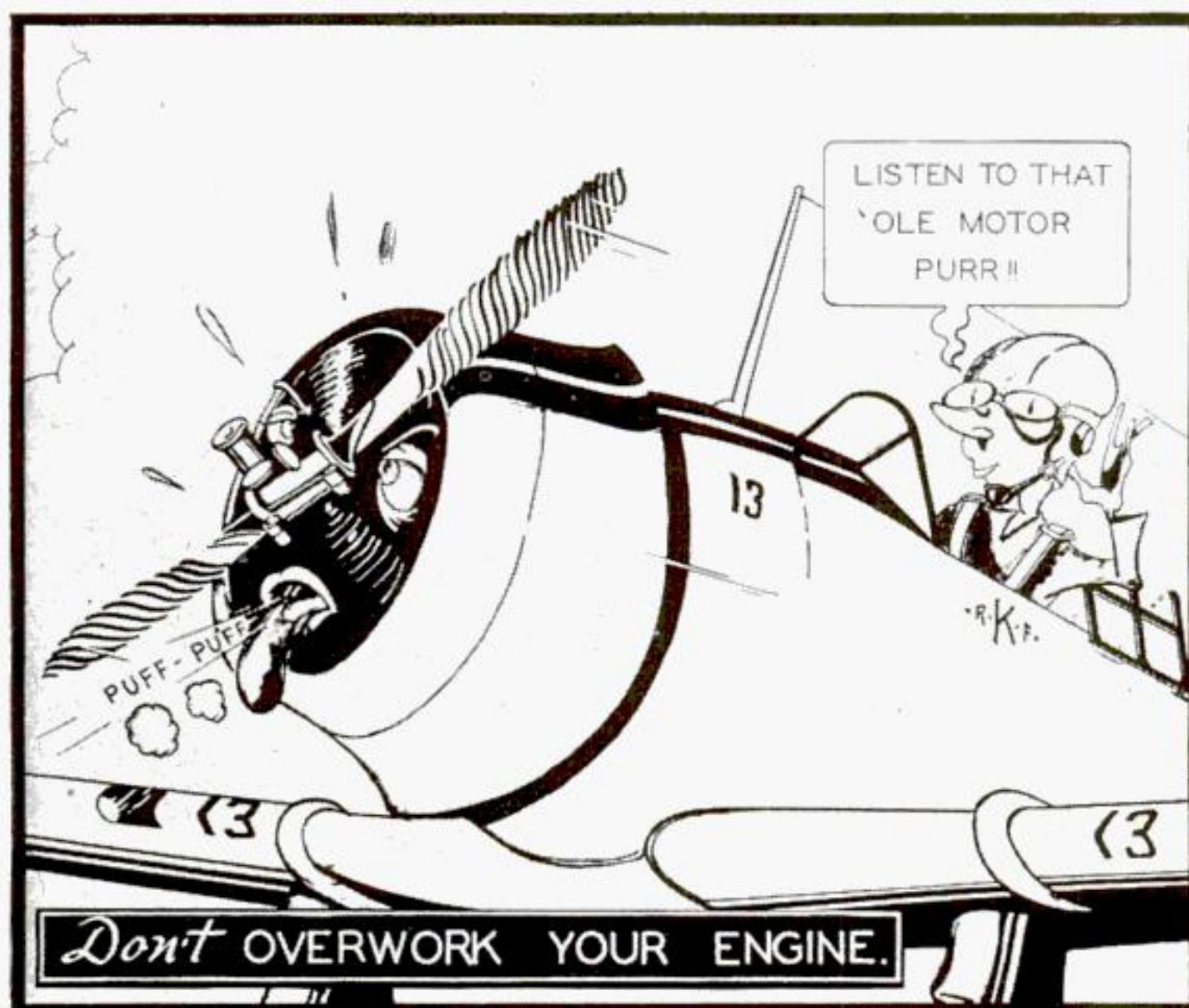
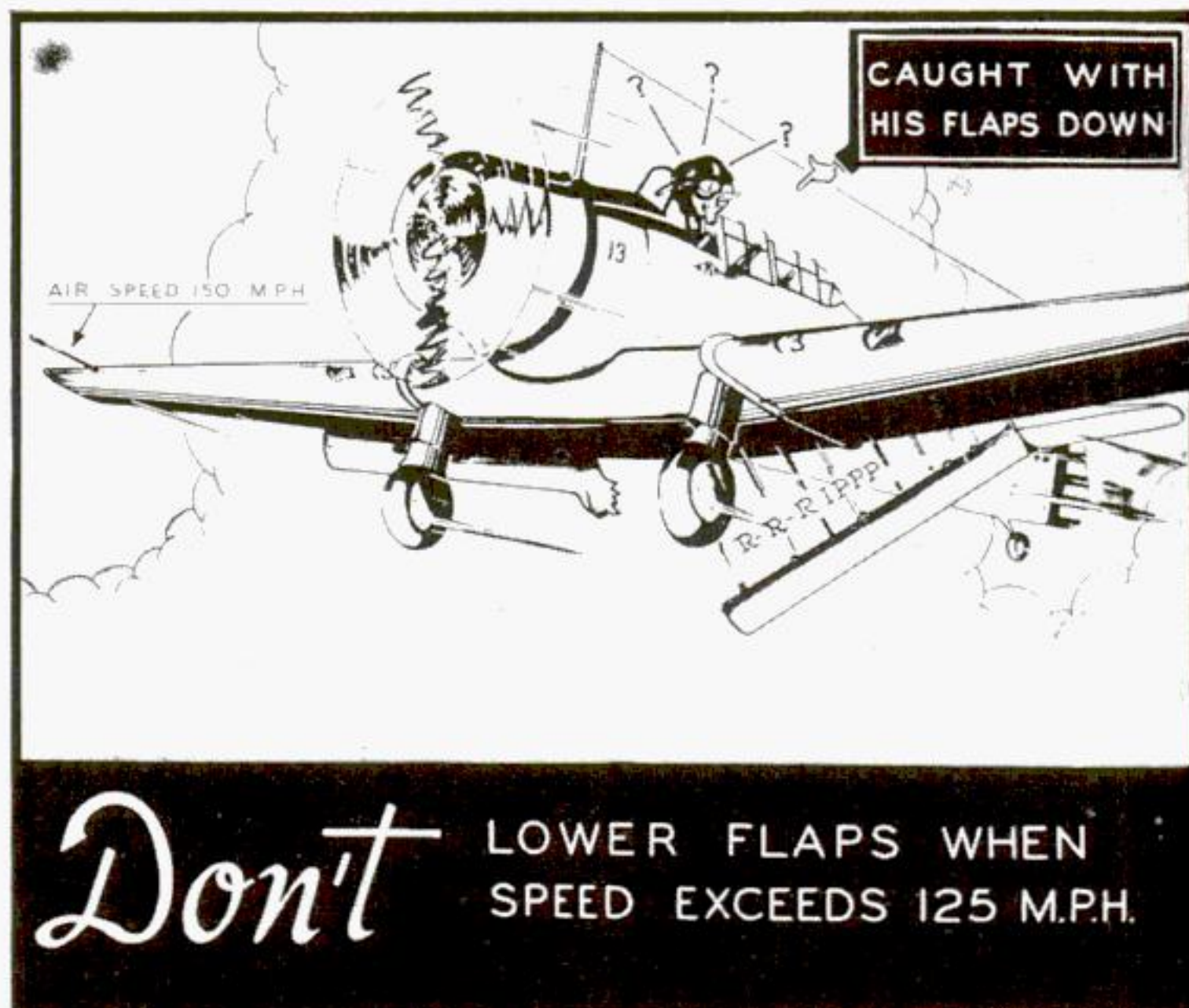
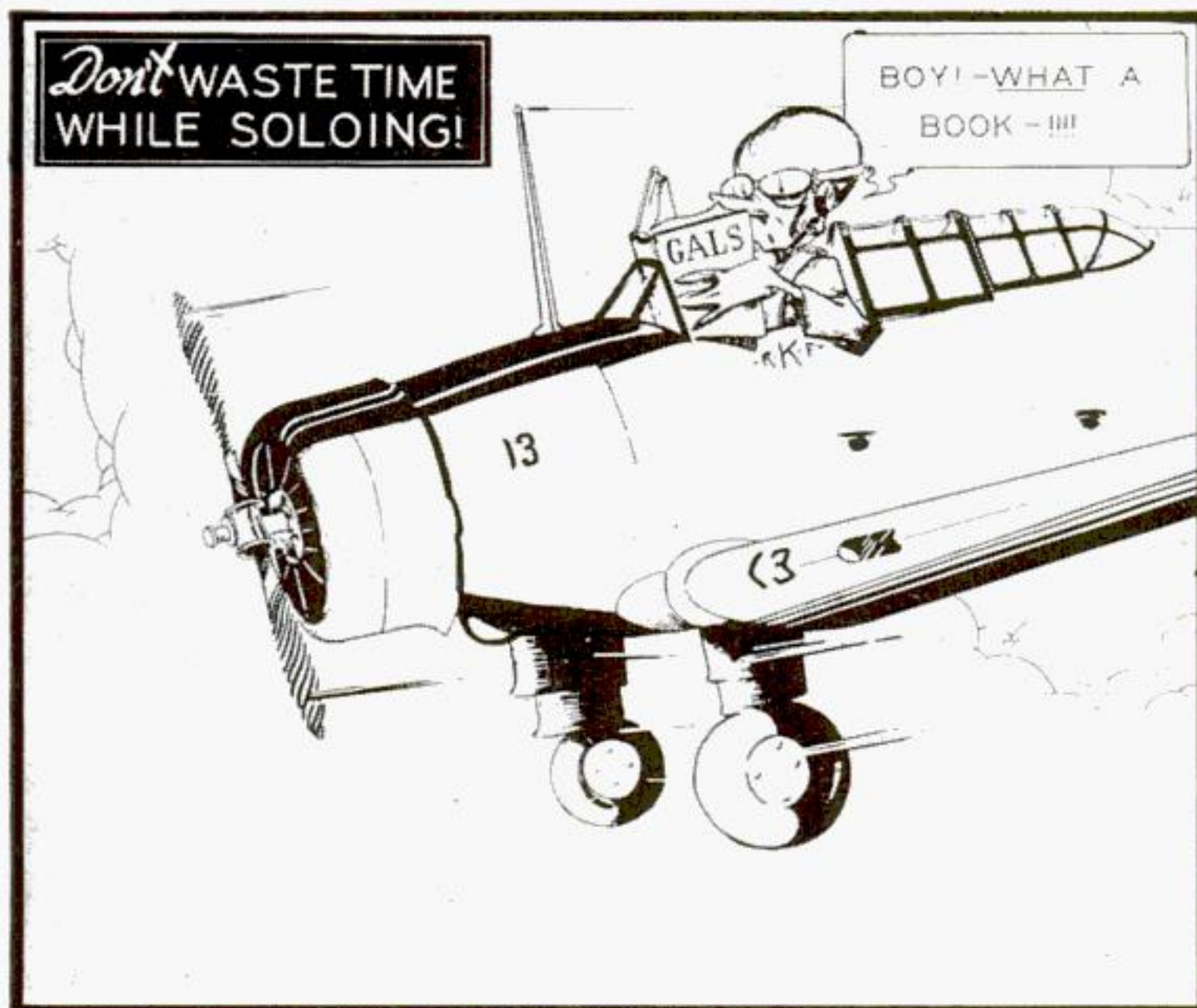
In this experimental chamber — the first of its kind in aviation research — Boeing engineers daily explore new ways by which men will win new kinds of freedom.

The conquest of cold is only one of many different projects that form a constant part of the Boeing engineering schedule.

DESIGNERS OF THE FLYING FORTRESS • THE STRATOLINER • PAN AMERICAN CLIPPERS

BOEING

*THE TERMS "FLYING FORTRESS" AND "STRATOLINER" ARE REGISTERED BOEING TRADE-MARKS



SPEAKING OF PICTURES . . .

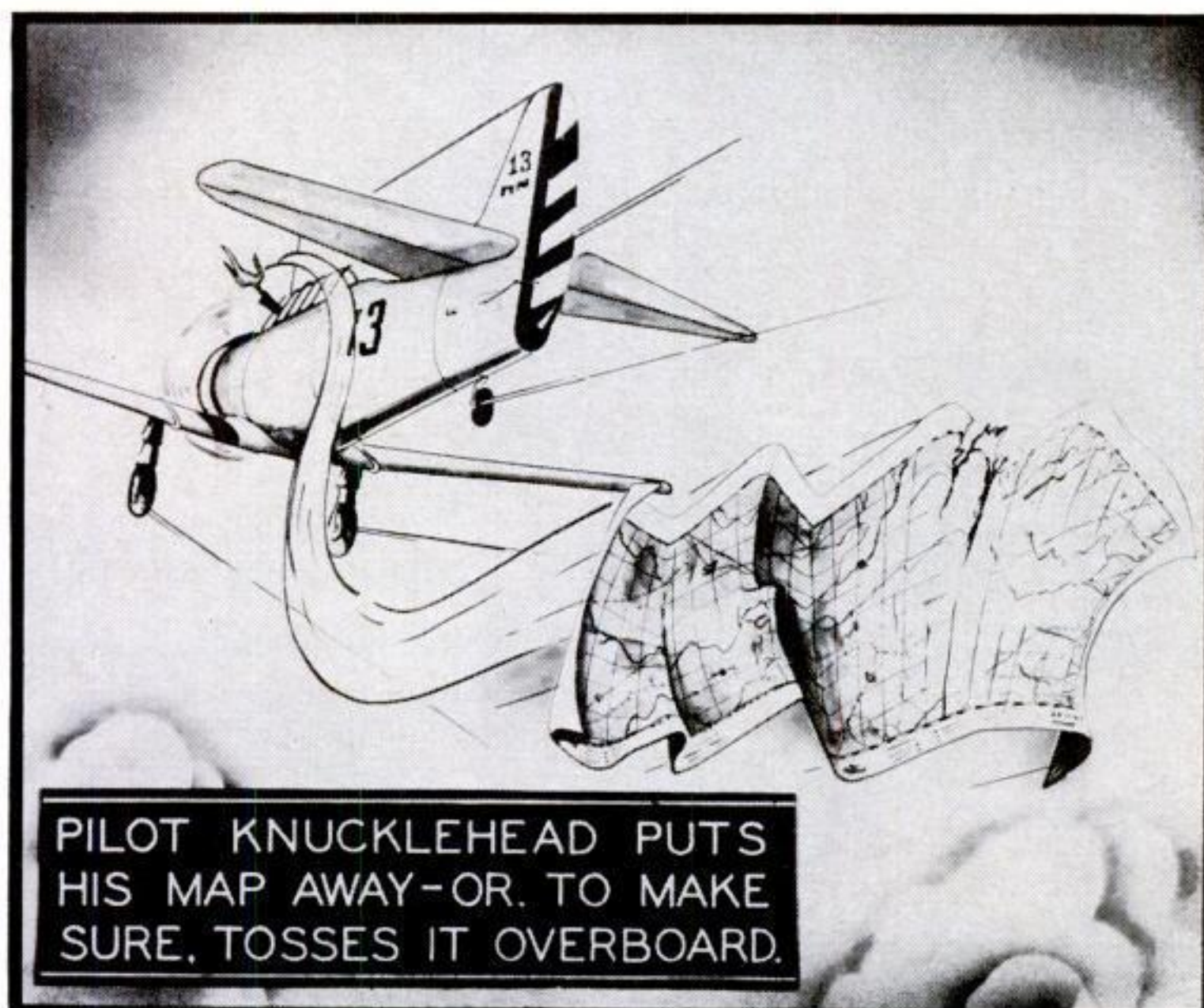
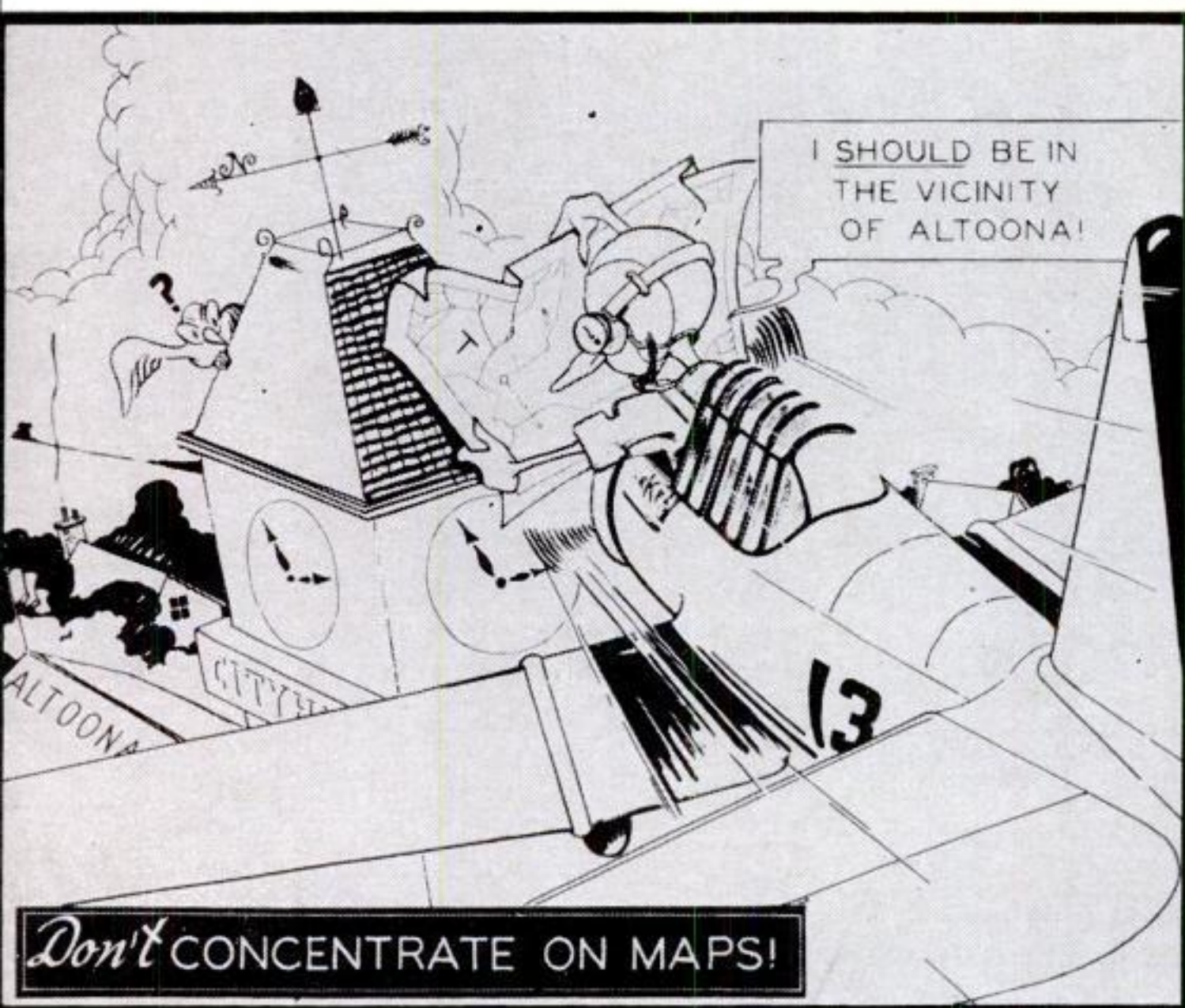
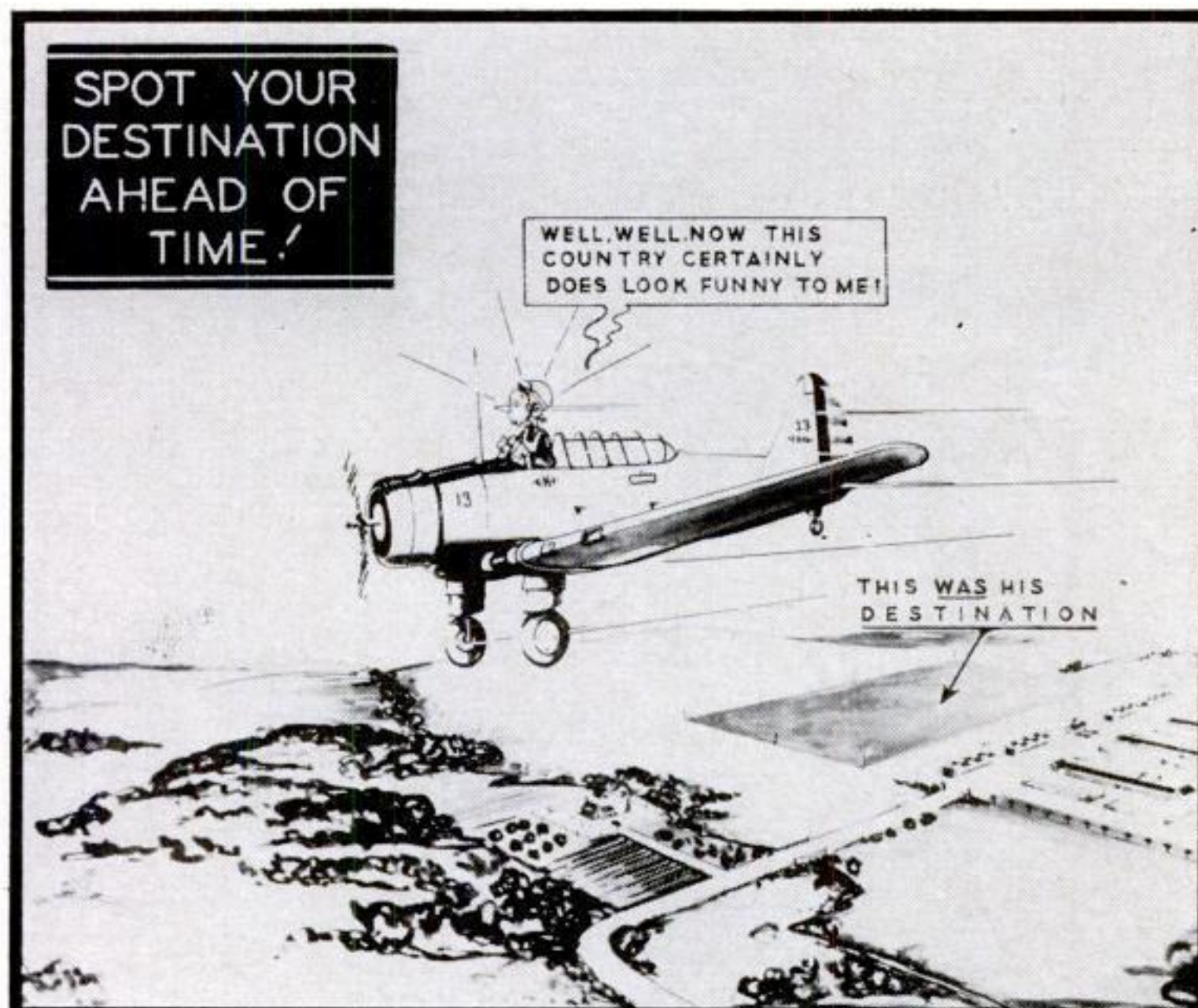
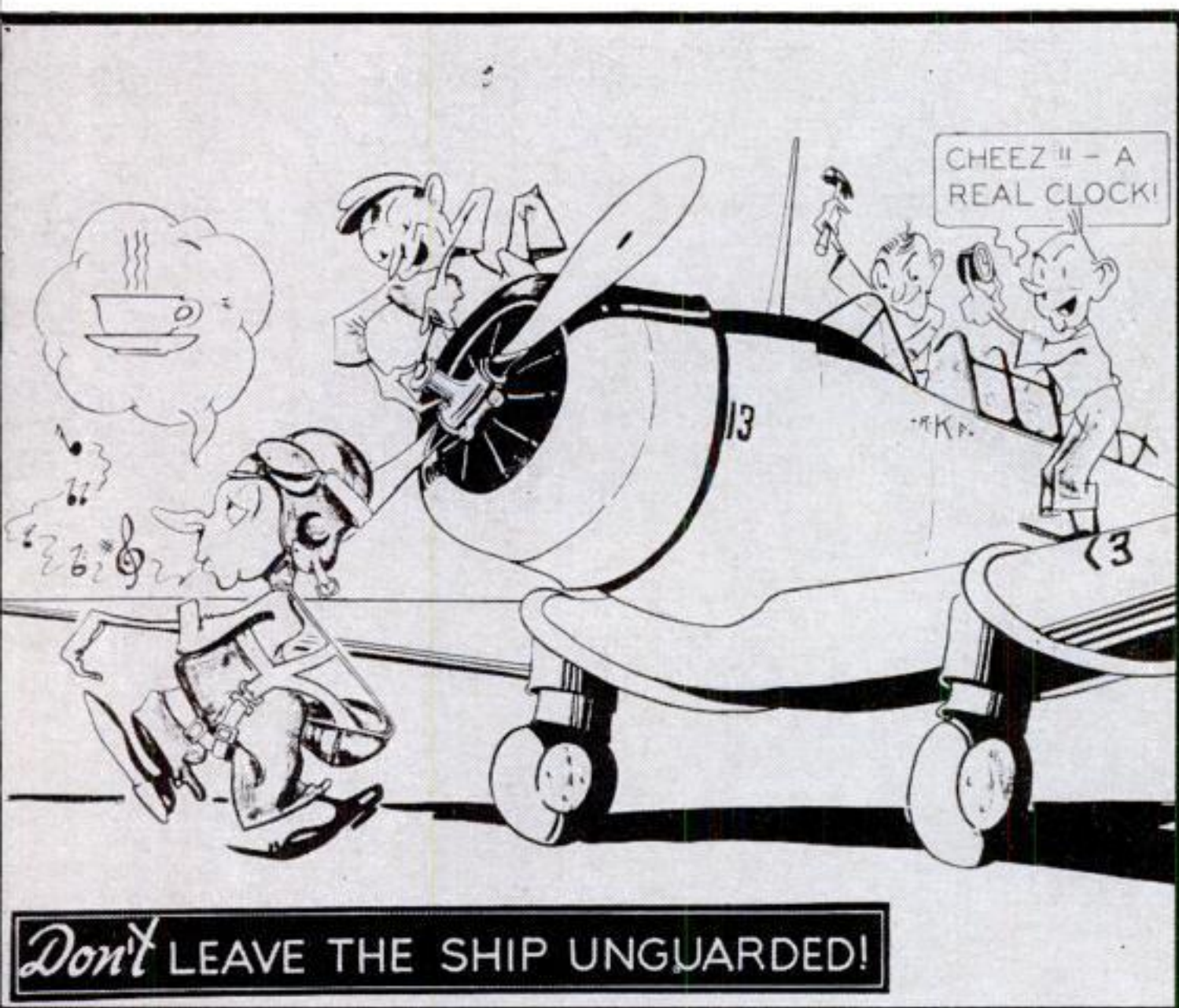
. . . CARTOONS SHOW AIR CADETS' MISTAKES

Firmly dedicated to "keeping 'em falling," a misshapen little cartoon aviator named R. F. Knucklehead (right) recently took his bow in this series of "Don't" posters now appearing in Army Air Force training fields throughout the Southwest, and aimed at reducing the number of flying accidents among aviation cadets. Created by Artist Jack Zumwalt of Randolph Field, Texas, Knucklehead gets his name from an aviation slang word meaning thick-skulled, and his suicidal antics have already won for him, among many cadets, that strange semi-mortal affection that is reserved in civilian life for favorite comic-strip characters.

Everything Knucklehead does is wrong and ends in disaster. He endures one spectacular crash after another so that students in the Gulf Coast Air Force Training Center may profit by his mistakes, and it looks now as if there will be no let-up in his agony. The Army Air Force is taking such particular pains to

enforce its safety rules and stamp out all kinds of dumb carelessness in the air that it is not likely that Knucklehead will ever succeed in making a three-point landing. He seems headed for bigger and better things, and plans are now afoot to feature Knucklehead in a series of films for distribution through the nation's training fields.

Thanks to a stream of sprightly news releases emanating from the Public Relations Office of Randolph Field, there are plenty of anecdotes about the little fellow floating through the newsrooms of the nation's papers. In fact, so great has interest in Knucklehead become that something in the nature of an informal nickname contest has developed as admirers write in suggesting that their hero be dubbed the Illegal Eagle, the Zooming Zombie, or the Flying Frankenstein. But it remained for Tom Ham of the *Atlanta Journal* to ring the gong. He has christened Knucklehead "Stuporman."





Agfa Ansco

PLENACHROME FILM

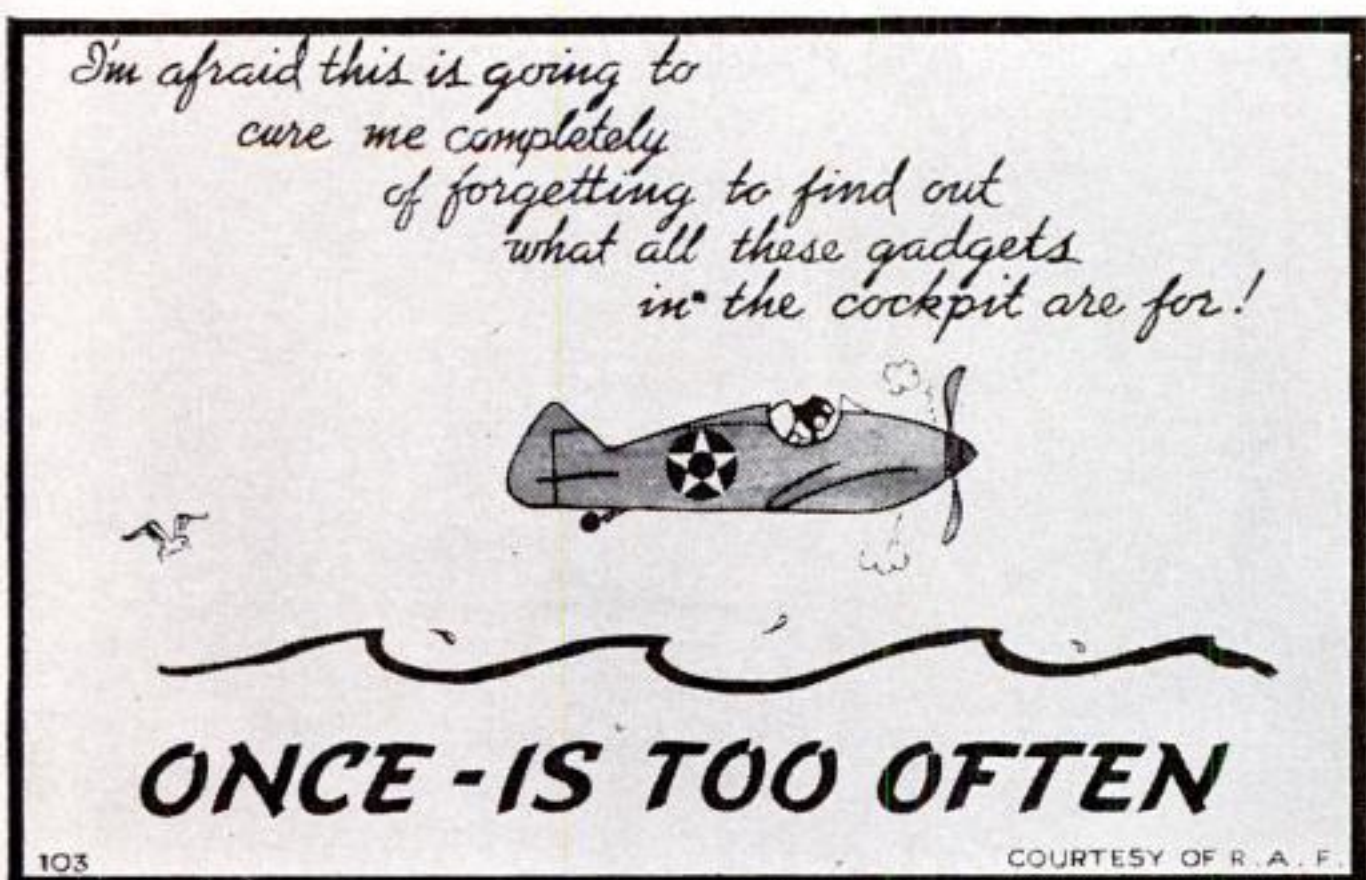
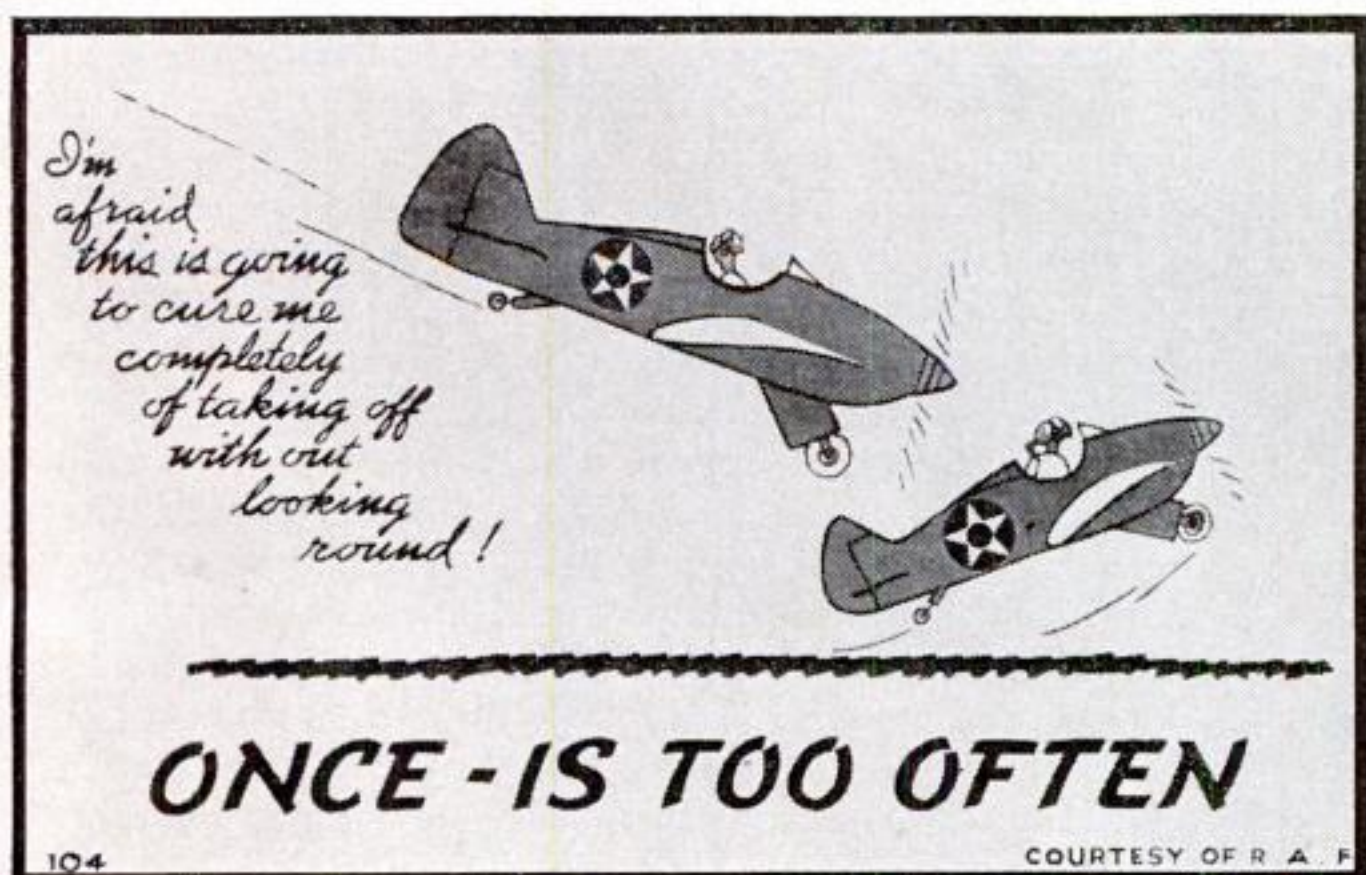
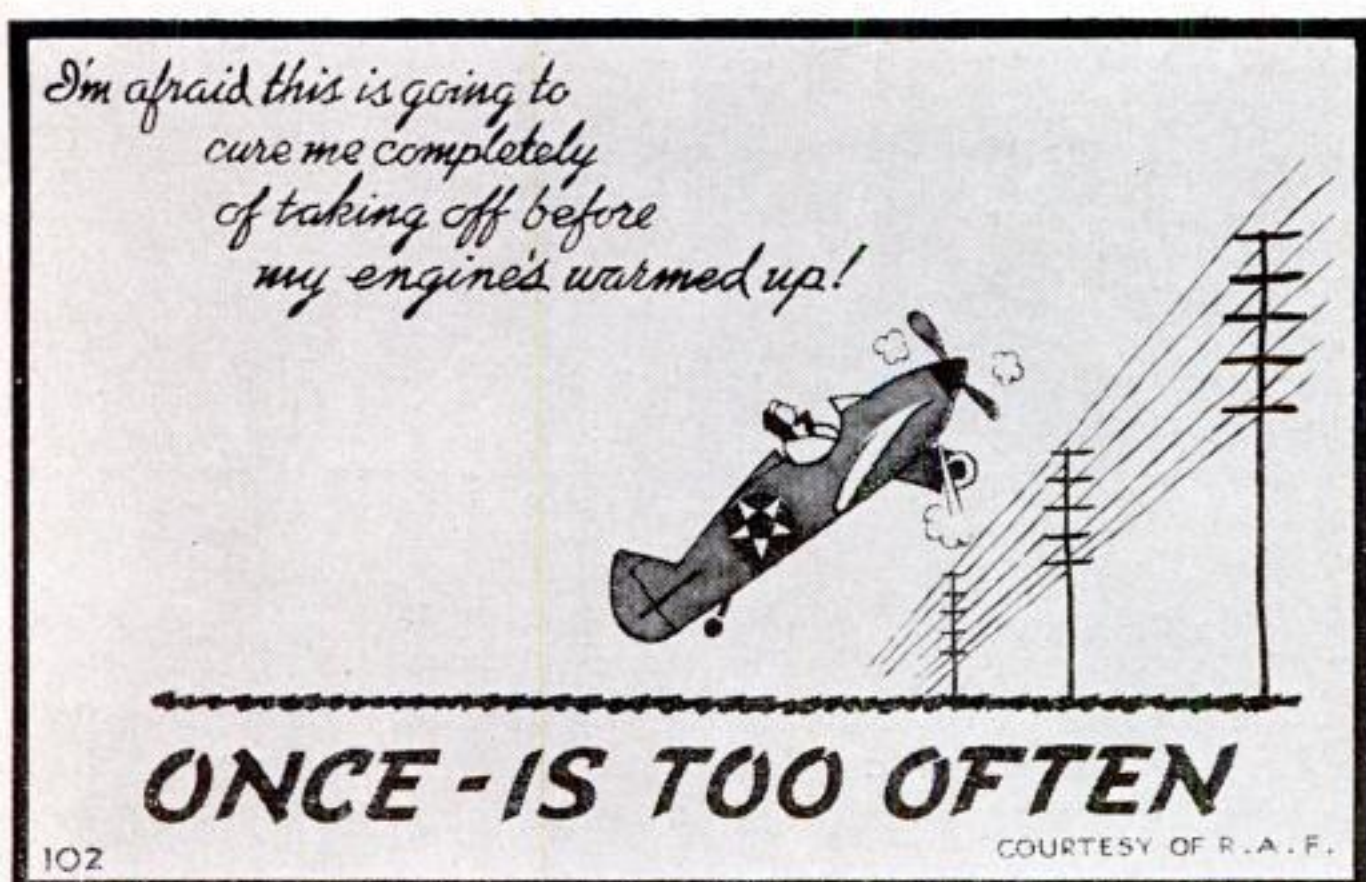
MADE IN U.S.A.

"Dawn Patrol" tells its own story. That's one of the tricks in getting better results with your camera—make the picture tell a story! And make your pictures come alive with Agfa Ansco Film. Its extra margin of quality and complete dependability make this unusual, *exclusive* guarantee possible: "Pictures that satisfy or a new roll free!"

This Summer, load up with Agfa Ansco Plenachrome, for sparkling, beautiful daylight snapshots. Plenachrome helps minimize certain exposure errors you might make! Look for the orange-and-blue box. Your guarantee bond is packed with every roll! *Agfa Ansco, Binghamton, N. Y.* 100 Years of Service to American Photography.

SPEAKING OF PICTURES

(continued)



In England, where cadet casualty rate is also a serious problem, safety campaign for pilots is popularized by this series of posters by famed Punch Cartoonist "Fougasse."

Romance Blows a Fuse

WHEN BAD BREATH MUSCLES IN!



So play safe! Use Colgate Dental Cream
—the toothpaste that cleans your breath
while it cleans your teeth!



YES, SCIENTIFIC TESTS
PROVE CONCLUSIVELY
THAT IN 7 OUT OF 10 CASES,
COLGATE DENTAL CREAM
INSTANTLY STOPS ORAL
BAD BREATH

COLGATE DENTAL CREAM, you see, has an active penetrating foam that gets into the hidden crevices between your teeth—helps clean out decaying food particles and stop the stagnant saliva odors that are the cause of much bad breath.

And Colgate's has a soft, safe polishing agent that cleans enamel thoroughly, yet gently—makes your teeth naturally bright and sparkling! Besides, Colgate's has a delicious, wake-up flavor that makes it a favorite with children and grownups alike.



IF IT'S KISSIN'
YOU'RE MISSIN'
—TWICE A DAY—AND
BEFORE EVERY DATE—
USE COLGATE
DENTAL CREAM





Be an Officer

U. S. Merchant Marine Offers Wartime Jobs With a Peacetime Future

America's new ships have the finest Officers afloat. Those who start Officer training now at a U. S. Merchant Marine Academy can find a lifetime career which combines good pay with rank and opportunity.

The Cadet pictured above is typical of the high type of American youth who is seeking a lifetime career as an Officer in the new U. S. Merchant Marine.

Are you between 18 and 23? High-school educated? A U. S. citizen? Anxious to get in and pitch for America? Here's a way to serve your country now . . . and have opportunity for a fine future in peacetime. Train to be an Officer in the fast-growing U. S. Merchant Marine.

\$65 a Month while you learn . . . high calibre associates . . . good food, good quarters.

The 16-month course includes both shore and ship training under outstanding Naval and Merchant Marine Officers. After graduation, A WELL-PAID, LIFETIME CAREER, rank and prestige lie ahead. Cadets of the Merchant Marine are enrolled in the U. S. Naval Reserve.

GET FREE DETAILS. Clip and mail coupon today. Write now!

U. S. MERCHANT MARINE



FILL OUT AND MAIL

THIS COUPON TODAY

Supervisor of Merchant
Marine Cadet Training, Box 525
U. S. Coast Guard
Washington, D. C.

Please send me, FREE, and without
obligation, Information Booklet of the
U. S. Merchant Marine Cadet Corps.

Name.....

Street.....

City.....

County..... State.....

LIFE'S REPORTS

THEY DIE FOR FRANCE

Since the French Armistice the Germans have executed more than 1,000 Frenchmen in reprisals for the anti-Nazi outbreaks. LIFE believes that the following article, which was smuggled out of France and airmailed from Lisbon, is the first eyewitness account of the shooting of French hostages. It was written by an inmate of the prison camp at Châteaubriant, whose name must be withheld.

In the camp at Châteaubriant in Brittany, there were last autumn more than 400 political prisoners, none of whom was charged with a serious crime. We had all been prisoners for several months; some had been arrested at the outbreak of war. Life was not too hard for us, considering that all France is now a prison camp.

Then, on Monday the 20th of October, a German officer was assassinated at Nantes, 40 miles away. About 1 o'clock that afternoon, an officer from the *Kommandantur* conferred with the director of the camp. It was a question of picking out hostages. Some 200 case records were handed over to the sub-prefect's department head. He would take them to the Ministry of the Interior in Paris where the hostages were to be chosen. These were men who were being turned over to the invaders by a government that calls itself French, a government that obligingly drew up a list of Frenchmen for the Germans to execute.

On Monday after supper, German sentries were posted outside the camp instead of the *gardes mobiles*. About nine in the evening the sentries fired on the camp, thinking they saw a shadow, and one bullet whistled past the ears of a prisoner sleeping in Barracks 10. All day Tuesday the camp was full of rumors. It was said that 30 hostages would be named and that most of them would be taken from Barracks 19. The principal question was whether they would be guillotined or shot—guillotined by the French or shot by the Germans.

On Wednesday everyone could feel and almost see the menace that hung over the camp. At noon the men in Barracks 19 set the table. Ploumarch, who used to be head of the labor council at Ivry-sur-Seine, cooked a fish that his family had sent him. Michels helped him, with no less dignity than he had shown in the Chamber of Deputies. Big Timbault decided to use up all his provisions in one good meal. "And what about your three packs of tobacco?" another prisoner asked him. "Hadn't we better smoke them too?" After lunch Ploumarch got himself scolded for having forgotten to put on the tea water. "Quit dreaming and put it on the fire," someone said, "or we won't have time to drink our tea."

It was 1:30 and the water still hadn't come to a boil. Barthelemy was writing a letter to his married son. Stopping to look out the window, he gave a cry of surprise. Lieutenant Touya, followed by a German officer and a squad of gendarmes, was marching stiffly toward Barracks 19. Opening the door, he stood for a moment saluting, then walked in with the German officer.

"Greetings, gentlemen," he said with a show of politeness. "Be ready to step out when your name is called."

He began reading from a list: Michels, Ploumarch, Timbault, Barthelemy . . . 16 names in all. The lieutenant turned and walked out, closing the door behind him. There were six men left and they looked at each other like the survivors of a shipwreck meeting on a desert island.

When the lieutenant reached Barracks 10, he stood for a moment in the doorway, looked around with a mechanical smile, then quickly spoke a single name: Guy Moquet. "It was like the blade of a guillotine on all our necks, like a bullet in our hearts," one of



AT VINCENNES NAZI EXECUTIONERS BLINDFOLD A FRENCH HOSTAGE

CONTINUED ON PAGE 14



WILLIAM F. McHUGH, III, Rockford, Ill., general manager McHugh Brothers, tool and die makers.



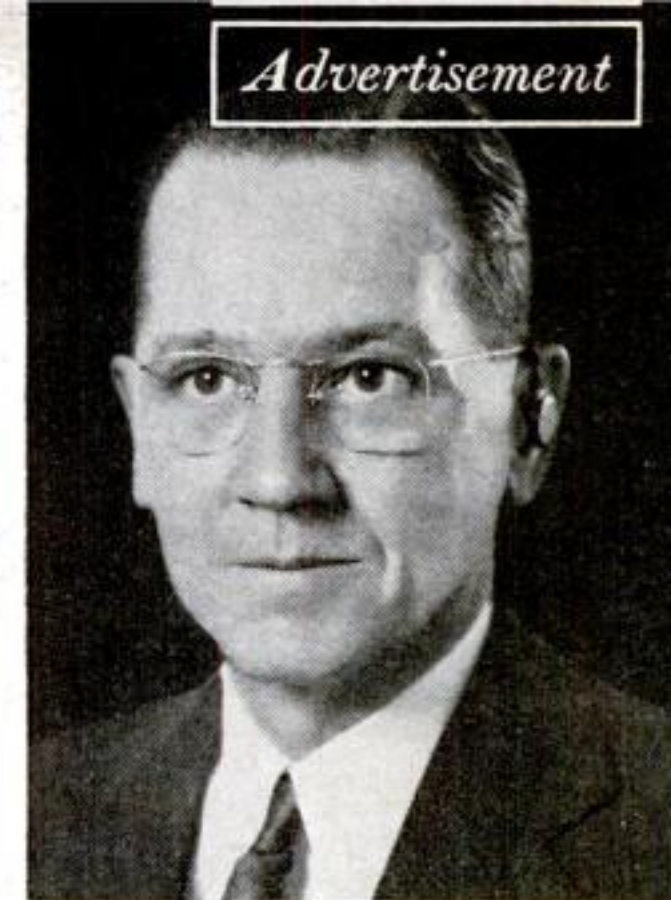
HOUSTON BIARD, Houston, Texas, employed as auditor by manufacturer of "sub" chasers and wears a Sonotone 15 hours a day.



MRS. THELMA WILHITE, Abilene, Texas, employed as office worker at Camp Barkley finds her Sonotone helpful.



WALTER C. RAEHL, Sacramento, Calif., employed as electrician in Sacramento Air Depot installing wiring in planes.



J. S. EASON, Kansas City, Mo., inspector, U. S. Quartermaster Corps, Kansas City, Mo.



WILLIAM E. ABBOTT, Erie, Pa., maintenance machinist in the Erie Bolt and Nut Co.'s plant.



HAROLD M. LUIPOLD, Erie, Pa., employed as assembler in one of the General Electric Company's defense plants.



ED WEISS, Brooklyn, N. Y., once severely handicapped by hearing loss, but recently accepted as Air Raid Warden after getting Sonotone.



JAMES L. RIPTION, Madison, Wisc., employed in shipping department of the Gisholt Machine Company, one of America's largest war work plants.



W. T. SHELTON, Fort Worth, Texas, employed in U. S. Army Quartermaster Supply Depot at Fort Worth.



TOM C. KLEIN, Wichita, Kans., aircraft draftsman at Beech Aircraft Corp. plant.



TED JOHNSON, of Erie, Pa., president of Johnson Metal Products Co., manufacturing war materials for the U. S. Navy.



MARTIN F. ("BUNNY") PIERCE, Moline, Ill., re-employed last January by the Rock Island Arsenal after being fitted with a Sonotone.



CURTIS L. BROWN, Ukiah, Calif., employed as mechanic's helper at Sacramento Air Depot thanks to his Sonotone.



NICHOLAS R. MONTAGANO, supervising tool designer, U. S. Naval Torpedo Station, Newport, R. I.

FREED...TO FIGHT FOR FREEDOM!

ALL OVER America are thousands upon thousands of hard-working, straight-thinking, liberty-loving men and women, just like the ones you see on this page, who have done for Uncle Sam what they always put off doing for themselves! . . . getting better hearing so they could do a better job for America!

In the past six months, America's hearing has gone on a war footing. Ever since June, 1940, when the President made his stirring call to re-arm America, there has been a growing realization on the part of employers in war industries that efficiency needn't vanish along with hearing, and that it's a shameful waste of human resources to shelve a man's long years of training just because his ears are playing tricks on him.

But while employers' more realistic attitude toward hearing problems was making it easier for a hard of hearing man to find a good job, the old-time prejudices still stood in the individual's way. Employers openly encouraged the wearing of hearing

aids and yet some men hesitated for fear it might "advertise a weakness". Other men felt they were "getting by". And others just didn't want to face the facts.

But Pearl Harbor changed matters. Now, a man's hearing had to be up to war strength. It wasn't a matter of personal choice . . . *his country needed it!* And for months past there have been ever-increasing numbers of earnest, patriotic people coming daily into the 135 Sonotone offices to see if they can be helped to better hearing so they can help Uncle Sam more.

For today better hearing is undeniably a patriotic duty. Not only is 100% efficiency in war work vital to America's victory, but as the Office of Civilian Defense tells air raid wardens, neglected hearing troubles may lead to panic, confusion and even loss of life.

But fortunately, there is little excuse, beyond sheer personal inertia, for not having better hearing!

Nearly 95% of people's hearing troubles can be helped, thanks to the scientific research Sonotone has carried on for the past 12 years. And nearly anybody in the country can pick up his telephone directory and find a Sonotone office within the reach of his voice.

For information on Sonotone, look in your local 'phone book under SONOTONE for the address of the nearest of Sonotone's 135 offices. Or write Sonotone Corporation, Elmsford, N. Y. In Canada, write 229 Yonge St., Toronto, and in England, 144 Wigmore St., London, W. I. Offices in 23 other countries.

© 1942, Sonotone Corp.



"My wife's given me a new job for the duration!"



Keep it clean! That's the Little Woman's order. She's talking about our car. Says the dirt and grease and road scum that's accumulated will raise Ned with the finish. I sure thought I was in for it. And me a block captain, too!

Jumping Jupiter, was I surprised when I found how easy it is to clean and polish our bus with Johnson's Carnu. Carnu does both jobs at once in half the time — cleans and polishes with one application. It slicks up chromium trimmings, too. Rub Carnu on just hard enough to loosen dirt — let it dry — wipe it off. Just like that, your car is sparkling with its original showroom shine.



No sabotage in our garage! Johnson's Carnu removes every trace of road scum, grease, bug juice—which can damage the finish. Deterioration is retarded.

For lasting protection — to make a Carnu polish last longer — save car washings and make upkeep easier — apply Johnson's Auto Wax. At better auto supply stores, service stations, regular wax dealers. If you can't obtain Johnson's Auto Wax, use regular Johnson's Wax—which you probably have in your home. It's almost as easy to use as Auto Wax. All Johnson's Wax Polishes provide positive protection.

Tune in Fibber McGee and Molly — Tuesday nights — NBC



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Your car looks like new — when you use CARNU!

Made by the makers of Johnson's Wax

LIFE'S REPORTS

(continued)

the men in the barracks afterwards told me. Moquet, an overgrown, light-hearted boy of 17, was the most popular of all the prisoners.

After the other victims had been collected, the gendarmes marched into the infirmary and came out with Gardette, who could scarcely walk. There were now 27 hostages. They were taken to Barracks 6, where each of them was allowed an envelope and a sheet of paper to write to his family. A hostage named Kerivel was granted permission to say goodbye to his wife, who was a prisoner in the same camp.

Lalet, another hostage, was a 21-year-old student from Paris who had been married shortly before his arrest. While the last messages were being written in Barracks 6, a routine order for his release reached the camp director. "It's too late now," the director said, filing it away.

It was 2 o'clock and in all the barracks men were waiting. The windows were crowded with prisoners standing on beds and tables pushed against the wall. We saw the parish priest de Béré making his way through camp toward the hostages' barracks. We knew what that meant for the priest of Châteaubriant would have nothing to do with the Germans. Whatever hope we had was disappearing. At 2:30 the German trucks appeared on the road. Then from Barracks 6 came a song. The hostages were singing *La Marseillaise*. The prisoner beside me began humming the words: "Into our very arms they come to slaughter our sons and help-mates."

At 3 o'clock the German trucks were standing in front of Barracks 6. Once more the roll was called: Michels, Ploumarch, Lalet. . . . As each name was called, a man stepped forward. The gendarmes emptied his pockets, tied his hands together and made him climb into one of the trucks, nine in each. The victims raised their hands in farewell to the other prisoners. Dr. Tenine, who had served in both wars, called from his truck to the German officers: "It is an honor for us French to be killed by German bullets." Then he pointed to Moquet and said, "But it's a crime to shoot a kid his age."

RICHARD ARLEN
starring in
"WRECKING CREW"
A Paramount
Production



I GO FOR THIS **WOW-**
BEST TOMATO JUICE
COCKTAIL I EVER
TASTED!

Make it in a minute—
with **FRENCH'S**
WORCESTERSHIRE SAUCE

For this delightful, refreshing new cocktail add to a glassful of tomato juice a few grains salt, pepper, a tsp. of French's Worcestershire. Mix well—serve very cold. You'll love the zippy, zesty flavor French's gives—a flavor that's a blend of choice ingredients, aged and mellowed.

TOP-NOTCH QUALITY
AT HALF THE PRICE



FOUNTAIN FAVORITE FOR YEARS
—NOW IN BOTTLES, TOO

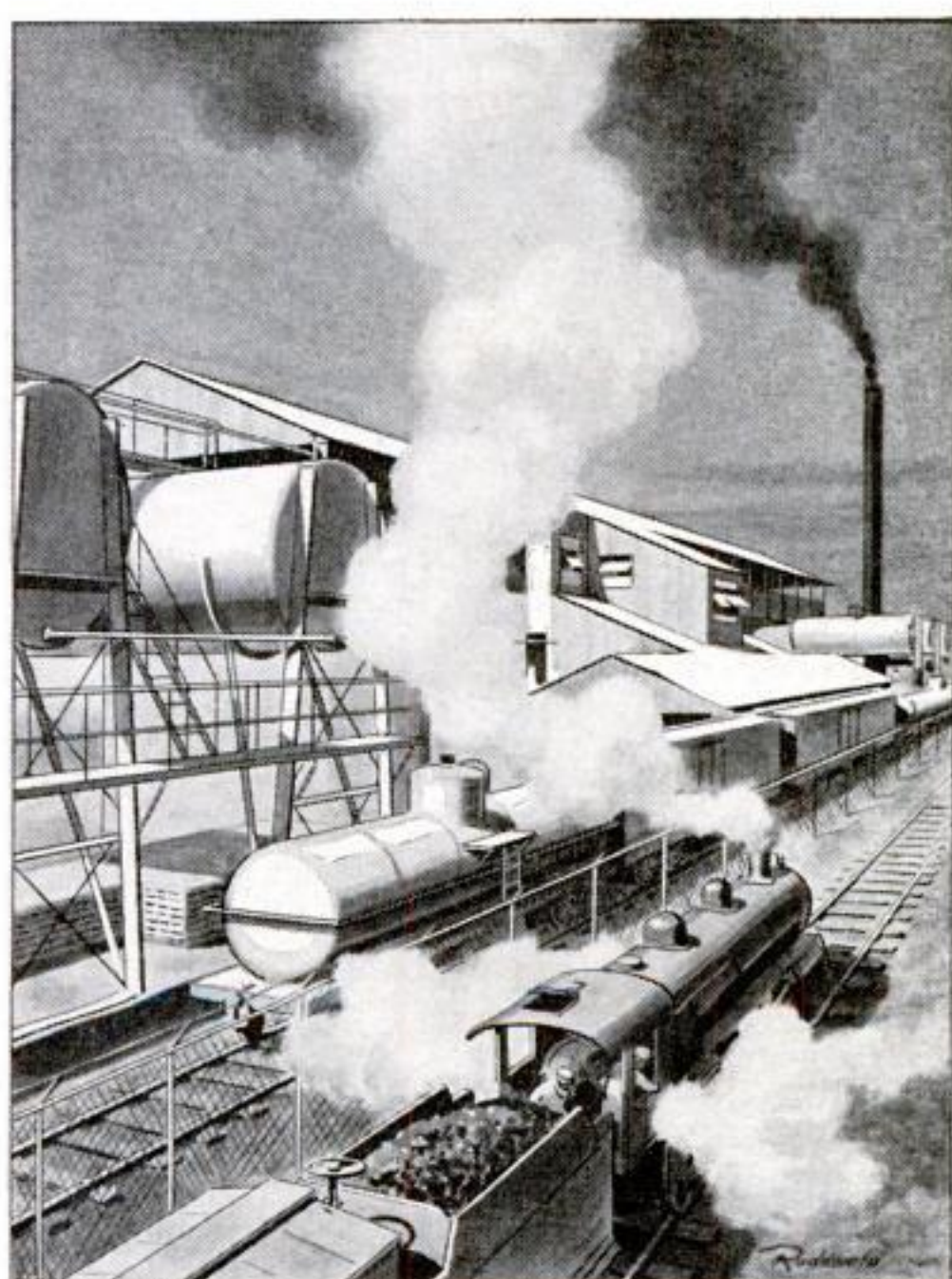
CONTINUED ON PAGE 16



Across the Deep South from North Carolina to Texas extends a belt of stately pine trees—30,000,000 acres which comprises one of the nation's great natural resources. From this huge "standing army" comes a precious "blood bank," vital to the protection of our homes . . . and essential to the success of our war effort. (Above) Chipping a streak to induce the flow of clear pine gum—the source of GUM TURPENTINE and GUM ROSIN.



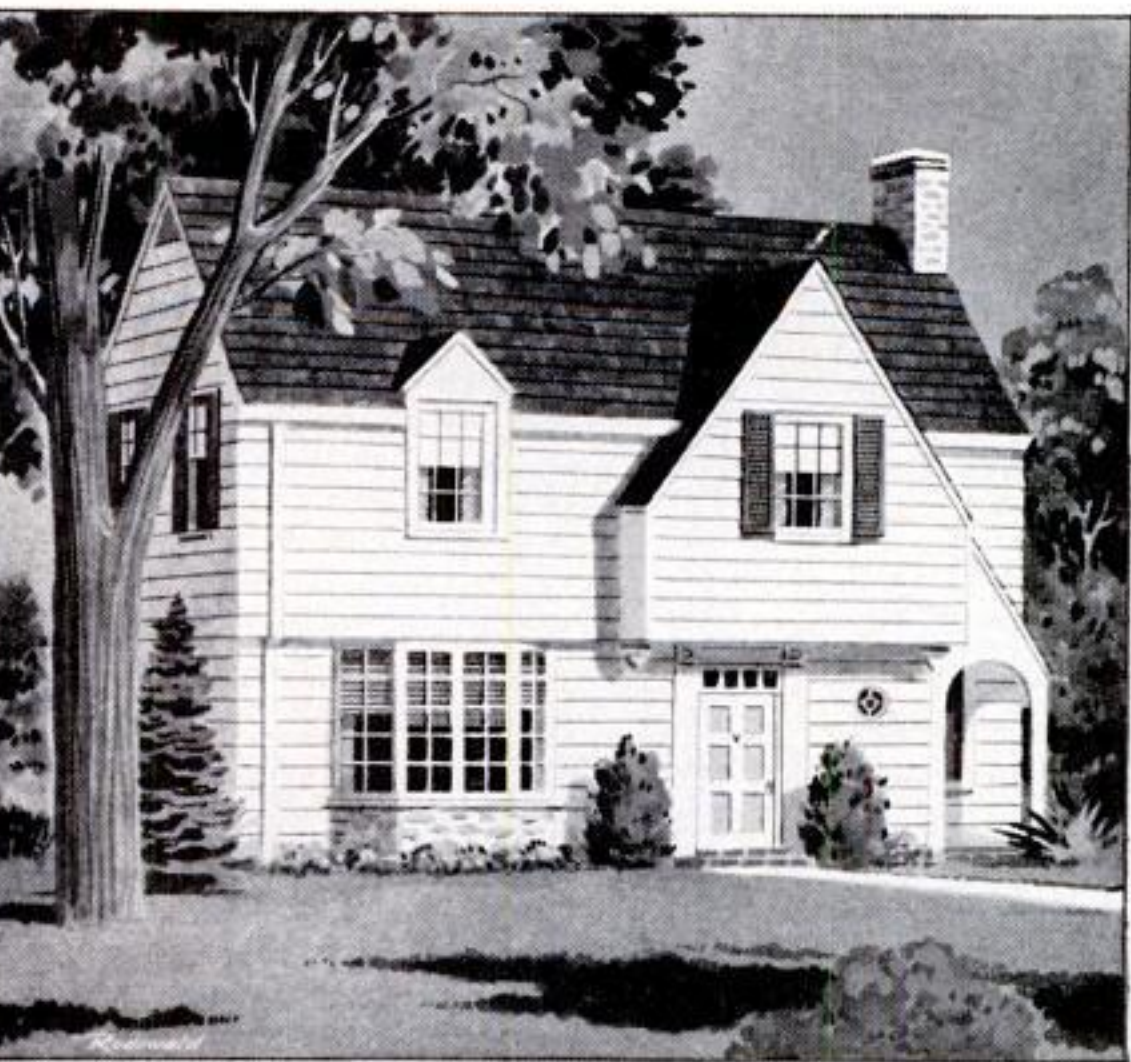
Just as the nation builds up a blood bank by taking a little blood from many people, so the Gum from the living pine is produced by periodically cutting through the inner bark of the tree in the shape of the letter V. The living pine tree gives up some of its precious "blood" without destroying its further use. (Above) Dipping (gathering) the Gum.



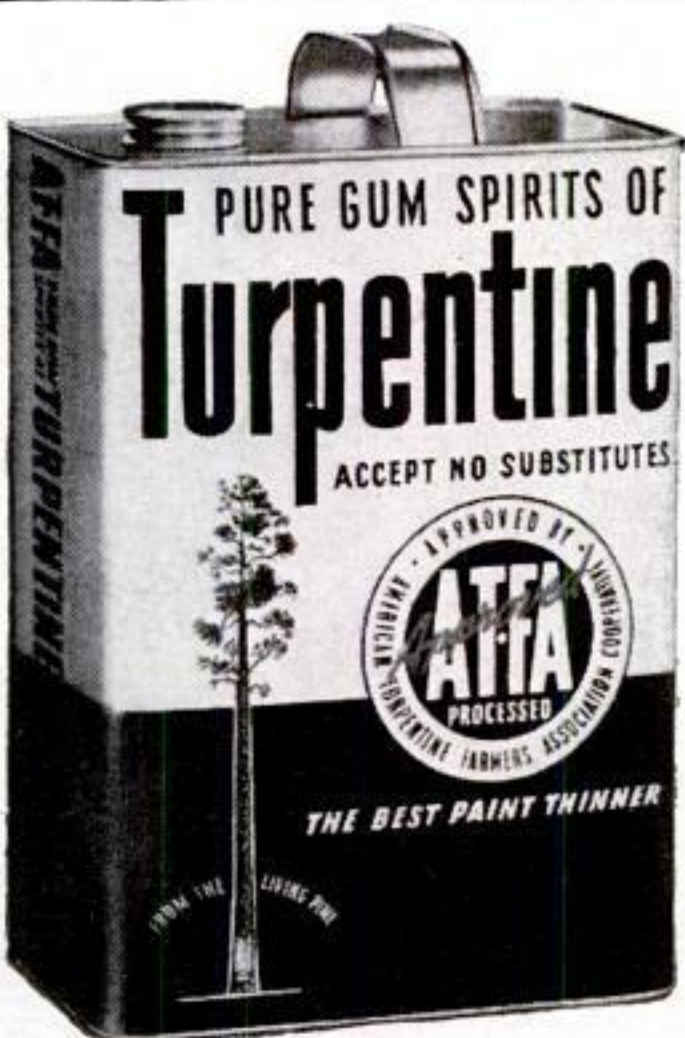
From the forest the Gum of the living pine tree is taken to the still where Pure Gum Spirits of Turpentine is distilled off, leaving a molten liquid which is processed to the various grades of Gum Rosin. Important in the processes of many industries, Gum Turpentine and Gum Rosin are now sources for essential materials and chemicals necessary in our war effort. (Above) A modern, central distillation plant.

Blood Bank

to Protect America's Homes



PROTECTING THE HOME FRONT—You cannot build a new house, but you *can* add lasting beauty and charm to your home and save the cost of repairs by painting now. Be sure the paint is thinned with GUM TURPENTINE—the original, standard paint thinner preferred by 9 out of 10 reliable Painting Contractors. GUM TURPENTINE is the lifeblood of paint—proved dependable by the experience of hundreds of years. It insures the best results, yet represents only a tiny fraction of the total cost of the paint job—less than 2%. Paint now—specify GUM TURPENTINE.



IT IS FORTUNATE that America controls most of the world's supply of Gum Turpentine. In paint it protects our homes and factories. Our rubber supply has been cut off... *Gum Turpentine* is a new and important base for synthetic Rubber Compounds. We can no longer get camphor, necessary in munitions as well as pharmaceuticals, but we can make all we want from *Gum Turpentine*. Pine oil, of vital importance in the reclamation of rubber, is derived from *Gum Turpentine*. It is a solvent for synthetic resins and water-proofing compounds. The best shoe polish, furniture polish, auto polish and liquid floor wax are made with *Gum Turpentine* and it is an important ingredient in liniments, salves, disinfectants and insecticides. Here truly is a precious "blood bank" constantly renewed by our great pine forests.

NOTE: When you purchase Pure Gum Spirits of Turpentine for use as a paint thinner or for general household use, be sure the container carries the AT-FA Seal of Approval. This is your assurance of the genuine, dehydrated, Pure Gum Spirits of Turpentine.

AMERICAN TURPENTINE FARMERS ASSOCIATION COOPERATIVE
General Offices, Valdosta, Georgia

Gum Turpentine

The Lifeblood of Paint

Gum Rosin From paper to munitions, from laundry soaps and powders to lacquers for food containers, from adhesive tape to matches, from violin bows to insect powders . . . in varnishes and lacquers . . . and now as a replacement in quick-drying finishes, Gum Rosin runs almost the entire gamut of industry. Today modern research is finding many new uses for this versatile product of the living pine tree.

KEEP YOUR Eyes Alert



BACHMANN BROS., INC.

HAVE SERVED

**THE UNITED STATES
IN
FIVE AMERICAN WARS**

1941—World War II
1917—World War I
1898—Spanish-American War
1861—Civil War
1846—Mexican War

Today—Supplying War Production
with **INJECTION MOULDING**
and Sheet Fabrication of Plastics

BACHMANN SCIENTIFIC SUN GLASSES



SS 34—\$4
with Case

Super SOLAREX Styles with Ophthalmic Lenses

Your Eyes are priceless...protect them against the sun's irritating infra-red rays and glare. Avoid serious harm caused by imperfect lenses. This year insist on Super Solarex lenses which are guaranteed flawless, optically ground and polished to highest requirement. Retain natural outdoor colors. No distortion, no strained eye muscles, no frown wrinkles. Choose Flattering Frames in New Colors and Shapes. Above, SS 32 — \$2.75.



At left, popular Hook-Over Model for use over your regular Glasses... SS 30 — \$1.95. All with Cases.



At Sun Glass Counters look for this Bachmann Display. Shows six different Styles for Men, Women and Children at popular prices under one dollar. New Frame Styles and Colorings: demi-amber, flesh, white, two-tone, and Costume Colors.

BACHMANN BROS., INC. • EST. 1833
1420-38 EAST ERIE AVENUE, PHILADELPHIA

LIFE'S REPORTS

(continued)

The motors started up. The gendarmes stood at attention and presented arms; our companions were dying with military honors. Once more they began singing the *Marseillaise* and this time the rest of us joined in, barracks by barracks, until the whole camp was singing. As the trucks moved slowly through the gate 400 of us stood together and sang the *Marseillaise* at the top of our voices. Lieutenant Touya, who a moment before had shaken the hand of the German officer in charge of the execution, now looked embarrassed. The prisoners, in accord with whispered instructions to each other, suddenly stopped singing and the silence that fell on the jailers was more impressive than the song.

On Thursday we heard the story of the execution from a gendarme. It took place in a sand pit about a mile from Châteaubriant. The trucks had driven through town with the hostages still singing the *Marseillaise*; the townspeople took off their hats as they passed.

In the sand pit there were three rows of nine stakes each. The German firing squad fired three volleys, at 3:55, at 4 and at 4:10. On the road, Guy Moquet had been as courageous as the others but he slumped to the ground as the Germans were leading him to the sand pit. He was shot without regaining consciousness.

The mayor of Châteaubriant refused to let the bodies be buried in the packing boxes that the Germans had furnished, so they stayed all night in the town hall. Coffins were provided in the morning and the bodies distributed to various cemeteries in the neighborhood.

On the day after the execution, the people of the neighborhood began making pilgrimages to the sand pit. The stakes were still standing and there were dark stains on the sand. By Sunday more than 5,000 people had walked in long lines through the sand pit. Great heaps of beaded wreaths and flowers rose where the 27 stakes had stood. The Germans tried vainly to discover the identity of the culprits who had organized the pilgrimages and brought the flowers. If there was guilt it was shared by the whole countryside.



Minced Ham Sandwich Magic!
For taste-tingling highlights of flavor, use Durkee's Dressing in minced ham or chicken for sandwiches.

In all sandwiches, and on salads and cold cuts, Durkee's adds lively new flavor — spicy, delightful deliciousness. You'll discover a host of new uses for it—keep a bottle handy in your pantry. For a booklet of quick, new recipes, write Durkee Famous Foods Dept. 15, Elmhurst, L. I., N. Y.



DURKEE'S DRESSING

OVER 50,000,000 LHS Pipes sold in the last 25 years

LHS
SCORES AGAIN!

Exclusive "EXPANSION PROCESS" seasons every pipe before you smoke it

The "Expansion Process" is our secret—a heat and sweet oil treatment that took over 700 experiments to perfect—a secret we now share with every man who smokes (and loves) a good pipe. Look over the new models at your dealers.

LHS PUREX
Certified . . . \$3.50
Sculptured . . . \$1.50

Both can be had in Smooth or Sculptured finish; dozens of handsome models.

If your dealer can't supply you—write us direct giving name of your dealer.

L & H STERN, Inc.
56 Pearl St., N.Y.

Your father and grandfather smoked an LHS



If babies were kept under glass they would be guarded against contact with many harmful germs in the air. Of course this is impossible. But today greatly increased protection for babies' skin is provided by an improved antiseptic baby powder from the Mennen laboratories.



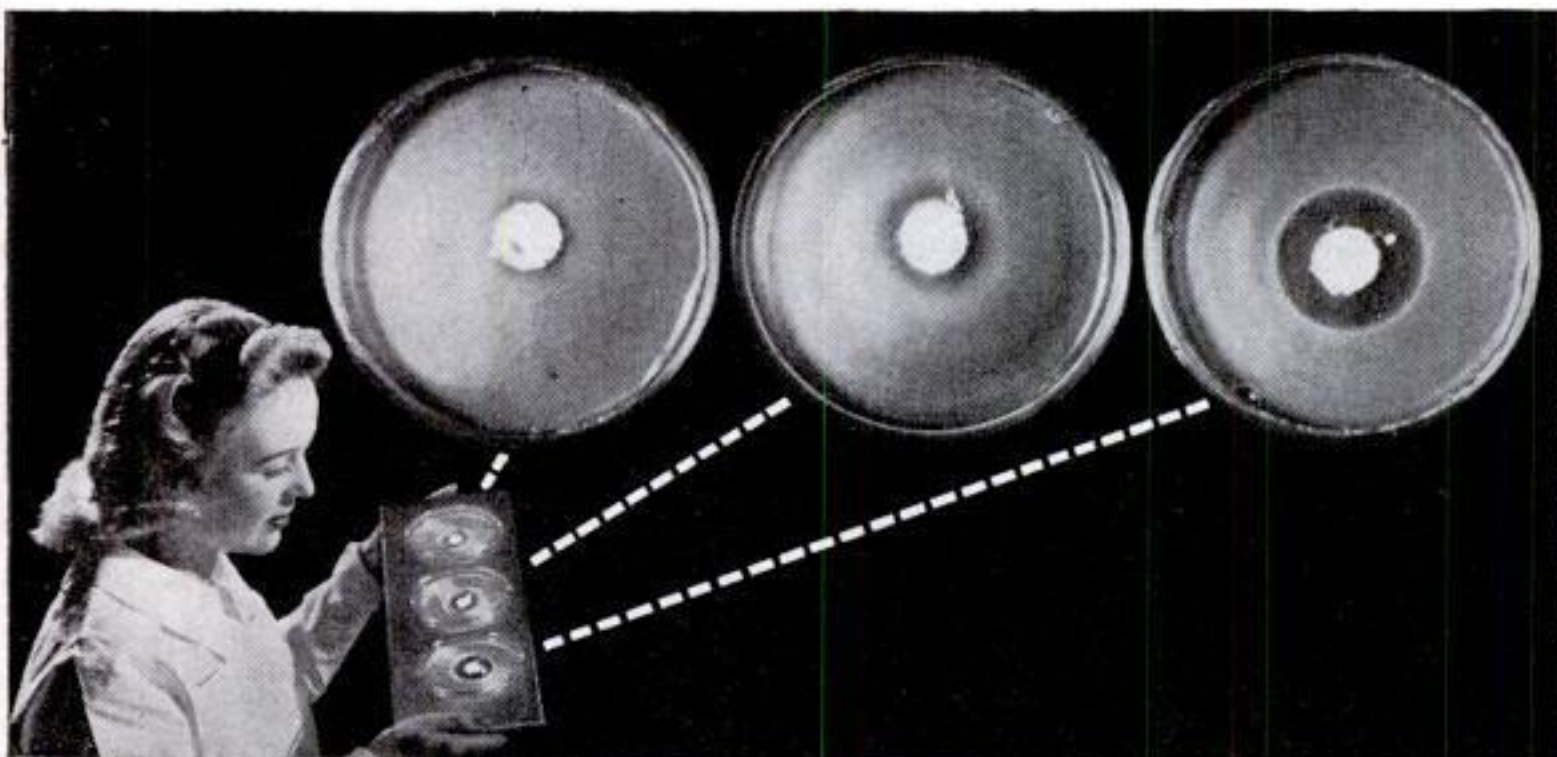
Speed camera registers baby's motions, shows need for protection against constant friction of skin against skin, and clothing against skin. New Mennen Powder, made by special "hammerizing" process, is super-smooth, protects baby's skin far better against friction.

NEW DISCOVERIES SHATTER OLD IDEAS ABOUT BABY POWDER

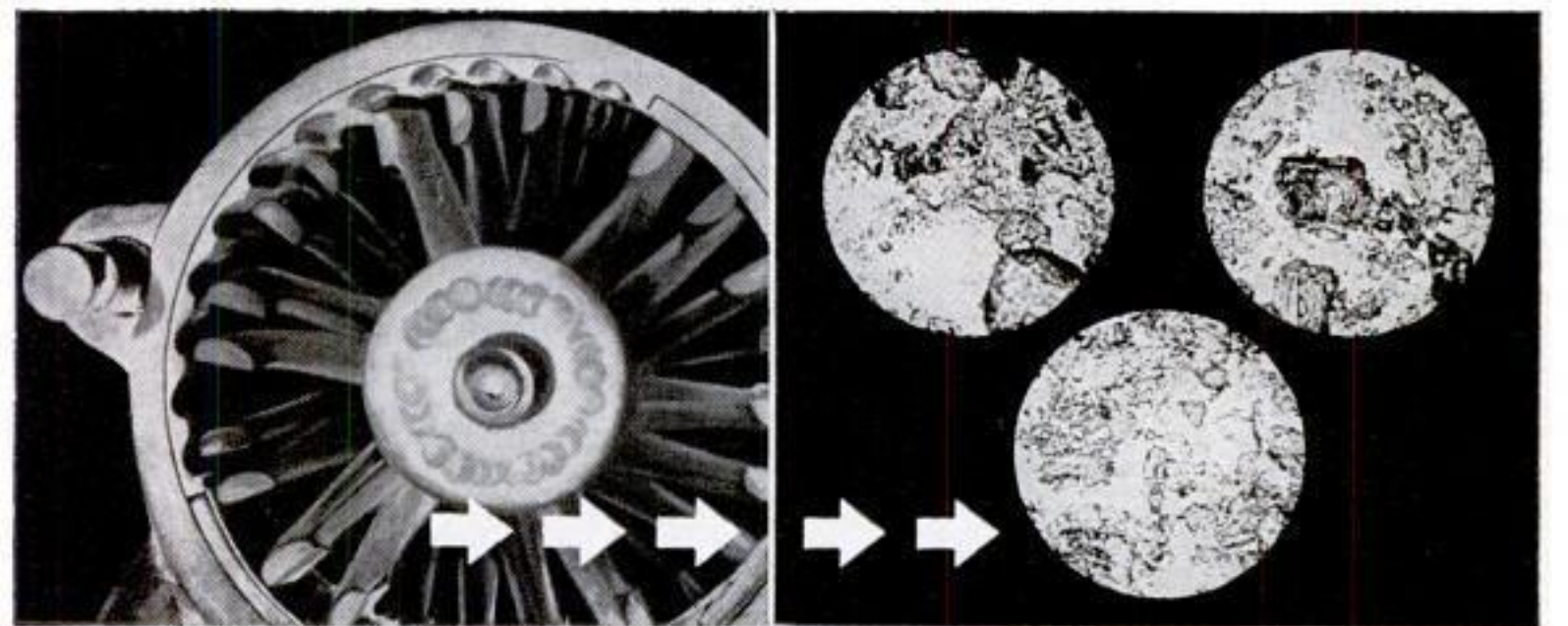


3 out of 4 doctors stated in nationwide survey that baby powder should be antiseptic.

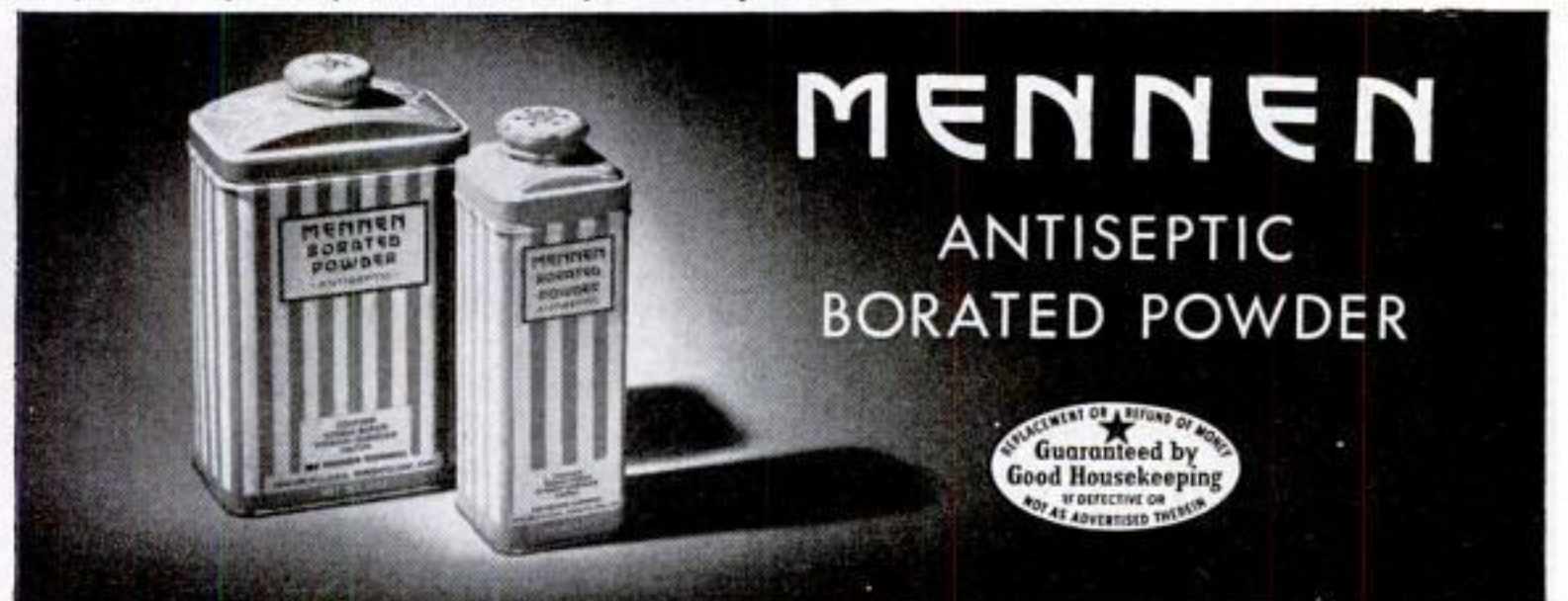
UNTIL recently, baby powders have been regarded as little more than cosmetics . . . have been bought by "smell" and "feel." But now Mennen has perfected a new baby powder that keeps baby's skin safer, two ways: (1) by its definitely antiseptic action, it helps protect baby's skin against harmful germs; (2) by its superior anti-frictional qualities, it helps prevent chafing, irritation and the "breaks" in skin which may admit harmful germs. With these important protective qualities, new Mennen Antiseptic Borated Powder—also improved by more delicate scent—offers mothers a valuable new baby health aid.



Comparing 3 leading baby powders shows that new Mennen Powder (extreme right) has definite antiseptic superiority. In above test made by U. S. Gov't agar cup-plate method, center of each round plate contains a different baby powder. In pale areas, germs are thriving. But in dark area (note center of Mennen plate) germ growth has been prevented.



In "Hammerizing" Micro-Pulverizing Process, machine in action shown at left, millions of whirling hammer blows pound powder to amazing new fineness. Photos at right taken through microscope compare new Mennen Antiseptic Powder (bottom circle) with other leading baby powders, show Mennen is (1) smoother, (2) finer, (3) more uniform in texture, thus protects baby's skin better against painful chafing and infection. Delicate new scent adds to baby's loveliness. To give baby's skin new protection, ask your druggist for Mennen Antiseptic Borated Powder. Best for baby, it's also best for you. Pharmaceutical Division, The Mennen Co., Newark, N. J., San Francisco, Toronto, Ont.





BLACKBALLED!

by Don Herold

Because he gives off underarm perspiration fumes, this man has been crossed off the lists of a lot of people.

He now finds himself an:

ex-friend
ex-lover
ex-salesman
ex-employee

In short, he's now the original "Mr. X", poor man.

This may sound funny to you, but you, yourself, know how vicious you feel when anybody comes around with underarm perspiration odor.

You can't kill him (because



that is illegal) but you can CAN him. You instinctively don't want to see him again—ever!

Yet YOU, brother, may be just as guilty as Mr. X unless you use MUM systematically. You can bathe with soap and still offend thusly within a short time. Baths take care of past perspiration, but Mum insures you against underarm odor for a good many future hours.

Mum is a pleasant cream in a handy jar. A dab under each arm will stop perspiration odor for a whole day or evening, without stopping perspiration and without irritating skin or injuring clothes. Use it every a.m. after your bath and again before evenings out. See your druggist today.



MUM TAKES THE ODOR OUT OF PERSPIRATION

Take a Tip from the Sultan!

Just look at the Sultan's costume—he likes those Winthrop Ventilated Shoes so much he's having his clothes designed just like them. See for yourself how much Winthrop Ventilated Shoes can offer you not only in coolness and comfort but in good looks as well. Drop in at your nearest Winthrop dealer's—if you don't happen to know his name, send us a post card today.



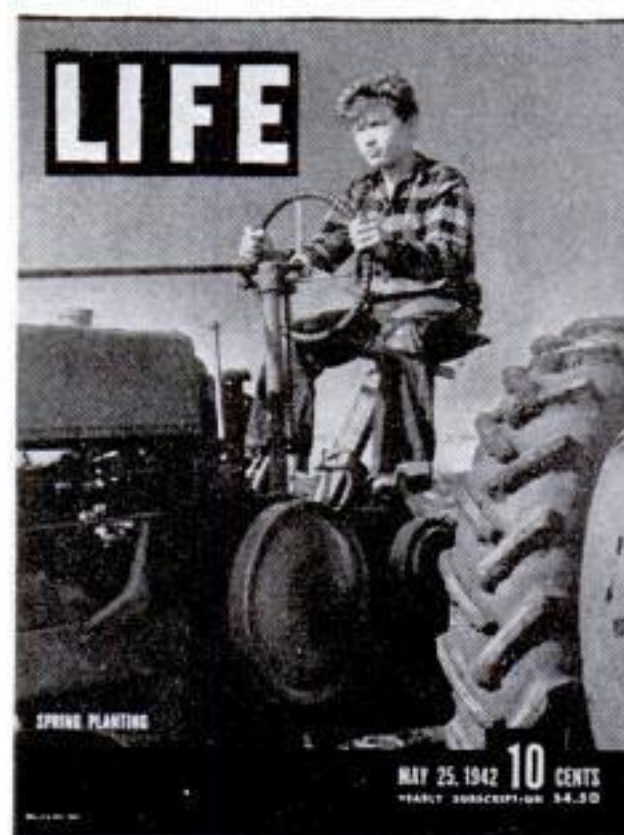
Buy
U. S. Defense
Bonds and Stamps

WINTHROP SHOES
\$5.50 to \$8.95

Slightly Higher—Denver West
Prices Subject to Change Without Notice

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LIFE'S COVER



Like many other farm boys this spring, Bruce Large takes his turn on the tractor to help get the family acres planted. The Large homestead is a 311-acre tract of fertile Red River Valley soil in Barnes County, N. D. To meet Department of Agriculture war schedules, the Larges this year planted flax, for flaxseed oil to replace Far Eastern vegetable oils. How farmers from Georgia to North Dakota, in the face of serious labor and machinery shortages, launched this biggest agricultural year in the world's history is subject of LIFE's Photographic Essay (see pp. 79-87).

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LIFE'S PICTURES

For LIFE this week Norman Bel Geddes turns from theatrical and industrial design to a hobby of ship modeling. His 2- and 3-in. miniatures of the Jap task force in the Coral Sea, pointing toothpick guns on swiveling turrets across an ocean with each tiny wave to scale, give a picture of that great U. S. naval victory no eyewitness cameraman could have produced. For his dramatic re-enactment of the action in that battle, see pages 21-25.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; T., TOP; A. P., ASSOCIATED PRESS; B. S., BLACK STAR; INT., INTERNATIONAL

Speeding the "Clipper Bridge" to Africa



"Pan American Airways in Africa"—a drawing by Norman Price



"America's Merchant Marine of the Air"

Unfamiliar names are to be found in an air lines timetable of today—names that indicate air transport from the United States to and across Africa, and, in cooperation with the Air Forces Ferrying Command, an aerial "ferry service" for military planes to the Middle East.

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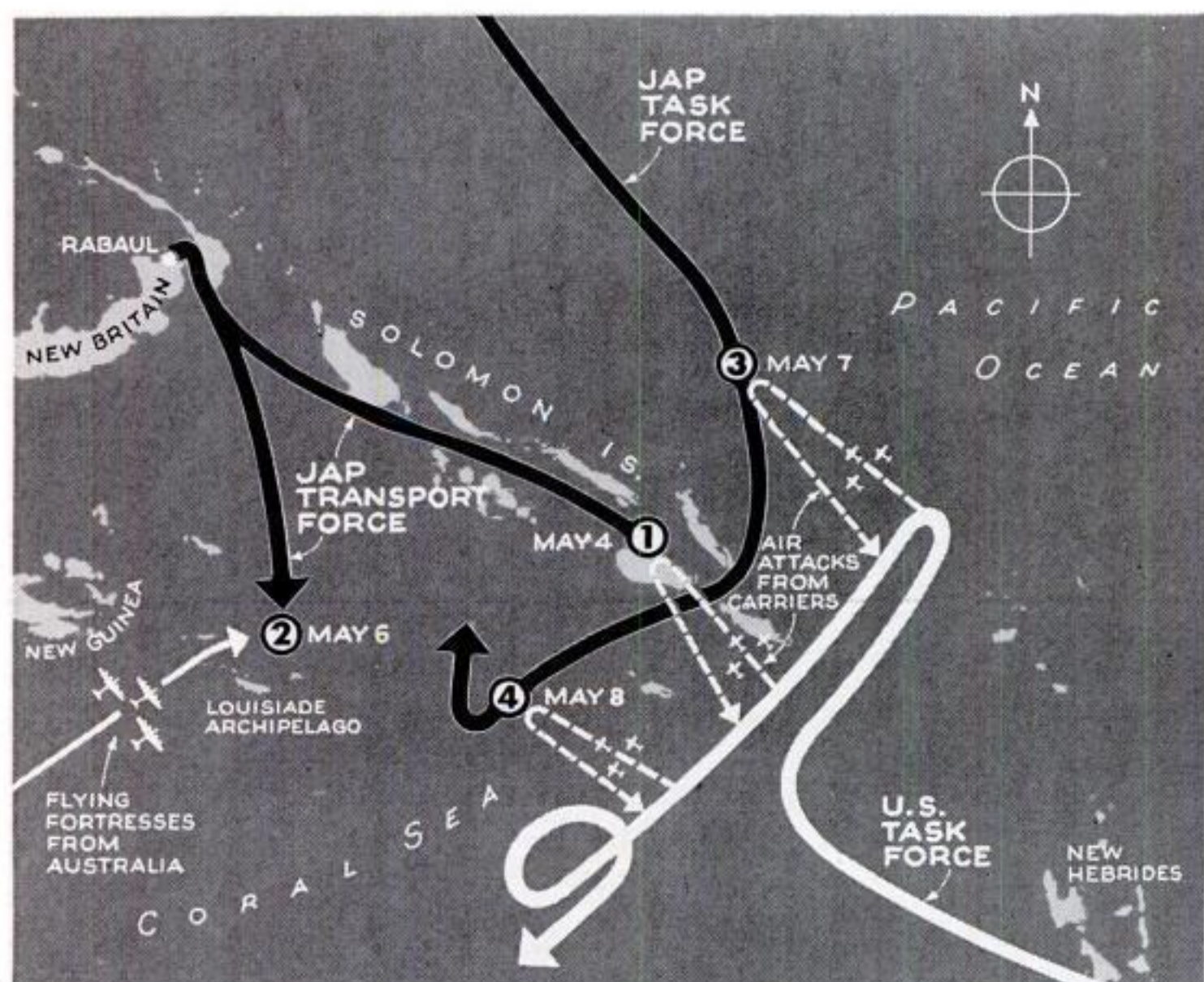
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JAP CONVOY FLEES (TOP) WHEN JAP TASK FORCE OF WARSHIPS (BOTTOM) IS ATTACKED BY U. S. NAVY BOMBERS MONDAY, MAY 4. SCENE A FEW MINUTES LATER IS ON NEXT PAGE



Approximate course of the contending fleets is charted above. Japs had expected Americans to come from upper right. Instead, Americans first hit Japs at (1) as seen in picture at top. MacArthur's bombers then hit convoy at (2). Final battle was fought between (3) and (4).

CORAL SEA

Norman Bel Geddes' models re-enact naval battle

There has never been a clear and complete photograph of a naval battle. To show the Battle of the Coral Sea, Japan's first important naval defeat, Industrial Designer Norman Bel Geddes developed an amazing technique of ship models, props and lighting. Working with the known facts under LIFE's supervision, Mr. Geddes produced the realistic set pieces shown on these pages. They give four stages of this fine U. S. Navy victory, as no man will ever actually see a naval battle.

The Battle of the Coral Sea was fought almost entirely by aircraft carriers and their retinues of attendant warships. It was between one U. S. task force and two Jap task forces which were taken on one at a time. The Americans claim to have sunk 11 Jap warships, including an aircraft carrier and two cruisers. The price in U. S. ships sunk was zero, but the price in U. S. planes and their crews was possibly high. The Japs claimed 89. Though the American victory was not as large or decisive as it looked in U. S. headlines, it was nevertheless a victory of great tactical value. But it was a preliminary, an opening skirmish for this Pacific area. The Japs had been turned back from their drive on New Caledonia and New Zealand. But nobody doubted they would be back again soon, in greater strength than ever.



↑ **Surprise U. S. air attack** on Jap convoy escort May 4 in the heart of the Solomon Islands (*above*) continues the action seen on page 21. The white and black plume of smoke mounts from a stricken seaplane tender. Empty water just left of it is where a light cruiser has just sunk. Farther left another Jap light cruiser has been hit. Two destroyers in background are sinking. One U. S. bomber falls (*left*); another hits sea in foreground.

↓ **Close-up of Jap seaplane tender**, neatly bombed fore and aft, shows also the sinking cruiser off its port bow, two bomb misses and one worried destroyer. Tender of *Miduho* class can catapult about 20 reconnaissance-bomber seaplanes which had not had time to get away and were probably destroyed. In this whole May 4 action, U. S. sank one Jap cruiser, two destroyers, four gunboats; damaged seaplane tender, one cruiser, several transports.





↑ **Second big convoy** is found and bombed Wednesday, May 6, by four-motored bombers of MacArthur's forces from Australia or New Guinea (*above*). It is presumably heading for the Louisiade Islands off the southeastern tip of New Guinea. Three hits on transports are shown, while a fourth transport burns in background. One light cruiser (*lower left*) and destroyers scuttle about. Though hit, this convoy went on to occupy the Louisiades.

↓ **To the rescue** of the ambushed Jap fleets steams the main carrier strength of the Japs' southern task force Thursday, May 7 (*below*). The two Jap carriers with their light flight decks race ahead at 30 knots. Immediately ahead are three destroyers. Out in front are three heavy cruisers. And the streaks in distance are wakes of more destroyers. The carriers have torpedo bombers on deck. For what happened to this force, turn the page.





The main battle took place Thursday and Friday, May 7 and 8, in the Coral Sea off the northeastern coast of Australia. This is the bright and cloudless scene of the first important naval defeat suffered by Japan since it acquired a Navy in 1870.

The first Jap carrier hit and sunk burns at lower center, an oil slick spreading out from its fuel tanks. A Jap cruiser and destroyer start to lay a smoke screen around it but it is too late. Other destroyers race up to help survivors, if possible, mean-

while filling the air with the puffs of anti-aircraft fire. They have visibly brought down three U.S. planes. Three more at upper left head for the second Jap carrier at upper right, whose convoy destroyers are also starting a smoke screen. This carrier has



presumably sent up most of its fighter planes. Soon after, the Americans got several dive-bomber hits on this carrier's deck and several torpedo hits below the water line. The carrier was believed to have sunk later. At the height of the battle, when

MacArthur's land-based planes arrived on the scene, 500 planes had been involved. The American Army fliers took aerial photographs of the damage their Navy colleagues were doing. It was, in fact, the U.S. Navy's day. The Jap loss of two carriers

will never be made up by Japan in this war. That fact far outweighs the Japs' incidental occupation of the Louisiades. Furthermore, the U.S. Navy, despite painful losses in planes and fliers, had proved that it could outsmart and outwit the Japs.

LIFE ON THE NEWSFRONTS OF THE WORLD

Our Democracy Will Survive If Even Congressmen Have to Walk

France did not fall to Hitler because the people wanted it that way. France fell because her leaders failed her. Ever since, harsh critics have likened the U. S. to France, claiming that selfishness and business-as-usual are weakening the American effort. In this the critics have been only partially right. The people of the U. S. are eager to go all out for victory—a fact that can be proved by any number of queries, interviews and scientific surveys. Furthermore, the U. S. is lucky in that its topmost leaders, the chiefs of both political parties and their associates, have recognized the danger for years, urged all-out production, struggled for all-out aid to the United Nations, stood for sacrifices of every kind.

But the parallel with France holds good among the second-line American leaders—leaders in Congress, in labor, in the farm groups, in the schools and colleges, and even in some of our great journals of news and opinion. Many of these second-line leaders, on whom every American must rely, have neither accepted nor advocated the sacrifices that the people themselves want. They are on the verge of letting America down.

Summer as Usual

For instance, if we are to fight a real people's war, as advocated by Vice President Wallace in his great address to the Free World Association, it is necessary that the schoolchildren and the youth share in the war effort and the war aims. Yet the city of New York has no comprehensive plan either for action or discussion with the kids during the summer vacation. The New York Board of Education contemplates a summer-as-usual. And the Progressive Education Association reports that this is generally true of the country as a whole.

As the Newsfront pointed out last week, Philip Murray, head of the C. I. O., would go no further toward backing President Roosevelt's anti-inflation program than to "study" it. This week Mr. Murray was still "studying," still shunning the leadership that the nation is crying for. On the other hand, Edward A. O'Neal, president of the American Farm Bureau Federation, wasn't even "studying." He took flat issue with the President, encouraged the many Congressmen and Senators whom he controls to insist on a farm-price ceiling ten points above parity.

Clowns in Congress

In the Senate three powerful politicians ganged up to defeat Mr. Roosevelt—Bankhead of Alabama, Thomas of Oklahoma and O'Mahoney of Wyoming. One way or another

these "leaders" swing the cotton bloc, the Midwest farm bloc, and the outrageous silver bloc which saddles the U. S. with a big silver subsidy at a time when war costs are almost backbreaking. By ganging together, wheat, cotton and silver can get almost anything they want—and have done so. But politics and self-interest also entered into the deliberations of the House. As a safeguard against inflation Mr. Morgenthau has requested \$8,700,000,000 of new taxes. Last week the House Ways and Means Committee recoiled from recommending so big a tax in an "election year," set to work on a bill of its own that would raise little more than half of what the Treasury wanted. Many of the committee members started talking about a sales tax to make up the difference—which is harder on the \$1,000 family but much easier on the \$10,000 politician.

This political clowning in the midst of the nation's greatest emergency got Congress into trouble last week when the East was required to ration gas. Maybe the people were ashamed of their own far-from-heroic attitude toward Leon Henderson's A, B and X cards. Anyway, when Congressmen and Senators used their prerogatives to get X cards (unlimited gasoline) there was an explosion. In front-page stories the newspapers smothered Congress with scorn and ridicule. Said the *Cleveland Press*, "It's the 'pensions for Congress' idea all over again." The House and Senate put on a silly show of self-righteous indignation. Isolationist La Follette of Wisconsin called the criticism "a deliberate campaign . . . which might even destroy our representative form of government." The *New York Herald Tribune* retorted: "It is a sorry fact that there are vast numbers of their fellow citizens who feel that democracy might survive if even Congressmen had to walk." A few smart Representatives took stock, reasoned that the very violence of the public outburst indicated a profound dissatisfaction with the political leadership.

The Blush of Shame

The East Coast, however, was in no position to throw stones—even at Congressmen. Faced with Mr. Henderson's honor system it got a bad case of "gimmies"—as a registrar in Georgia put it, "This isn't gas rationing, it's gas grabbing." Long queues of anxious citizens waited their turns to tell tall stories, or even outright lies. In Providence, R. I., scores of Jehovah's Witnesses asked for X cards on the grounds that they were "ministers." In Atlanta, Ga., a son in his teens berated his father for having asked for only an A card. Said this young hero: "Maybe Dad can get along on three gallons a week, but how am I going to take my dates riding?" In Boston a city councilor demanded an X card. Asked if his car had "any essential use," he replied that he used it "to drive my constituents to City Hall so they can pay

their taxes." Said Leslie V. Bateman, rationing administrator for Westchester County, N. Y.: "It was the most disgraceful thing I have heard of in this war or any other war."

While the people could not duck responsibility for what they had done, they had some legitimate gripes. Authorities underestimated the importance of the automobile in American life. An active American can easily cut down on sugar but without his automobile he feels like a duck on dry land. Suppose he had to get somewhere in a hurry? He was being asked to give up some part of his personal effectiveness. But the Government failed to make even elementary preparations. It failed to explain that there is a big sea battle off the Atlantic Coast which is costing precious ships and lives. It failed to point out that every tankful of gasoline stands for a drop of some sailor's blood. It failed to educate the registrars—with the result that people brought their problems to overworked schoolteachers, some of whom did not even know the difference between an engine number and a registration number. A pretty young girl in New York asked for an A card but the male registrar voluntarily gave her a B card "to match your eyes."

The Thunderheads

Around this domestic comedy there gathered the oppressive thunderheads of war. It was a week of preparations. President Roosevelt announced that U. S. troops were being rushed to new fronts. German subs moved in closer to the U. S., sank a large U. S. merchant ship at the mouth of the Mississippi with a loss of 27 lives, sank two more in the St. Lawrence. On the drying plains of Russia the gigantic antagonists thrust at each other—Germany at Kerch, Russia at Khar'kov. The blows were massive enough to destroy lesser armies utterly, but in that vast theater they might merely be feints or feelers. On the other side of the world the Japs, after the worst naval setback in their modern history, gathered their warships for another effort. And behind the jungles of Burma they drove deeper into China, cut the old caravan trail at Tengyueh.

As the week closed the world held its breath, as if on the edge of Armageddon. The people of Europe, listening furtively at their radios, seemed to feel something was in the wind, increased their efforts at sabotage and rebellion. In a single day two restaurants were bombed in Paris, two troop trains were wrecked. In France, in the Netherlands, in Poland, in Yugoslavia, woebegone and helpless citizens were lined up against battered walls and shot in cold blood. Hitler sent Heydrich—the Hangman—to Paris to devise new tortures for the French. But none of this could stop the people of Europe. Through starvation, mutilation and death they plotted and struggled, to show the American people that they were still in the fight.

PICTURE OF THE WEEK

When Rita Hayworth learned that soldiers at Camp Callan, Calif. had elected her their "away-from-home mother," she prepared to lend her ma-

ternal presence to the camp's Mother's Day celebration, May 10. Film commitments voided her plans, so she invited eight soldiers to a Mother's

Day party of her own. When Private Luther C. Eklund snagged his pants, motherly Rita turned him over her knee and skilfully stitched up the tear.



Actress Rita Hayworth, chosen by soldiers at Camp Callan as their away-from-home mother, stitches the britches of Private Luther Eklund

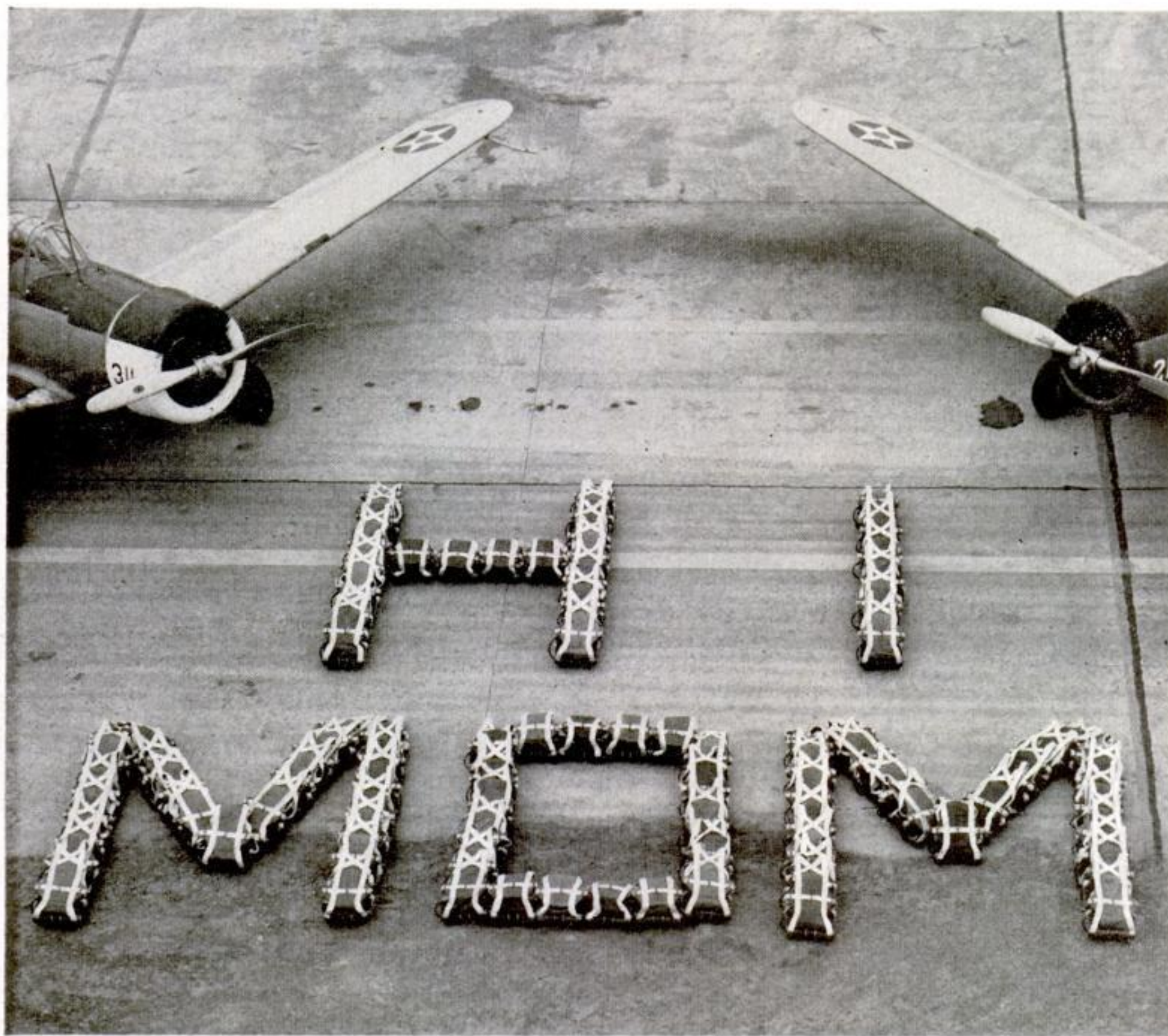
MOTHER'S DAY

Armed forces throughout U. S. unite to honor mothers near and far away

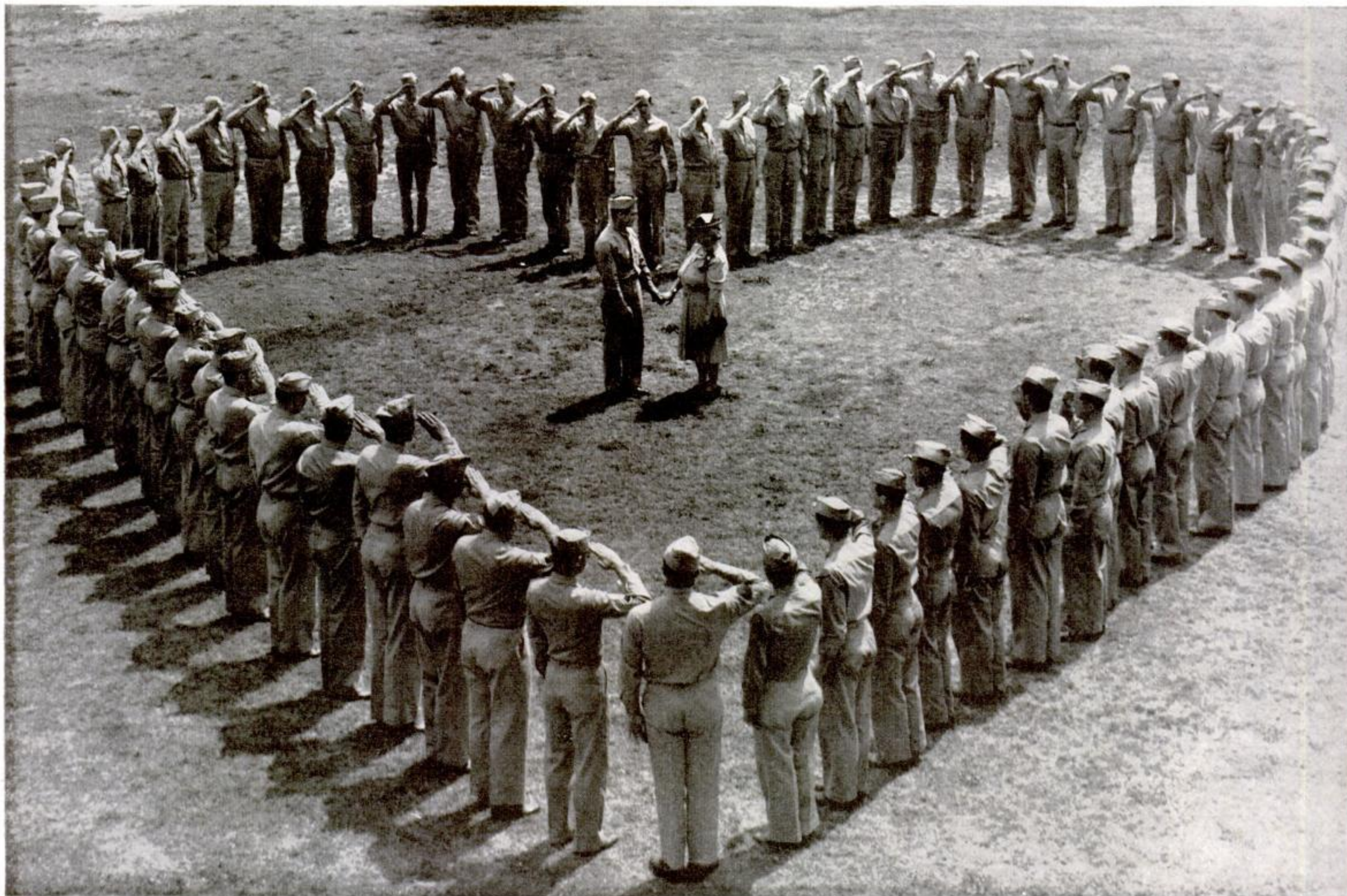
On Sunday, May 10, Americans honored their mothers in a unique, American way. Since 1914, when President Wilson signed a Congressional resolution designating the second Sunday in May as Mother's Day, its celebration has taken many forms—some cheaply commercial, some reverent, some flip. But to the nation this dark and thunderous spring, Mother's Day inevitably bore new and poignant connotations.

Throughout the land nearly 3,000,000 mothers who had never before been separated from their sons now faced the realization they might never see them again. And their sons, faced with the same grim possibility, swamped telegraph companies with their messages home. In Army camps, airfields and plain private homes, young men in uniform united in countless observances of the day. To commanding generals from coast to coast had gone orders from Washington to urge every officer and enlisted man to write home May 10 "as an expression of the love and reverence we owe to the mothers of our country."

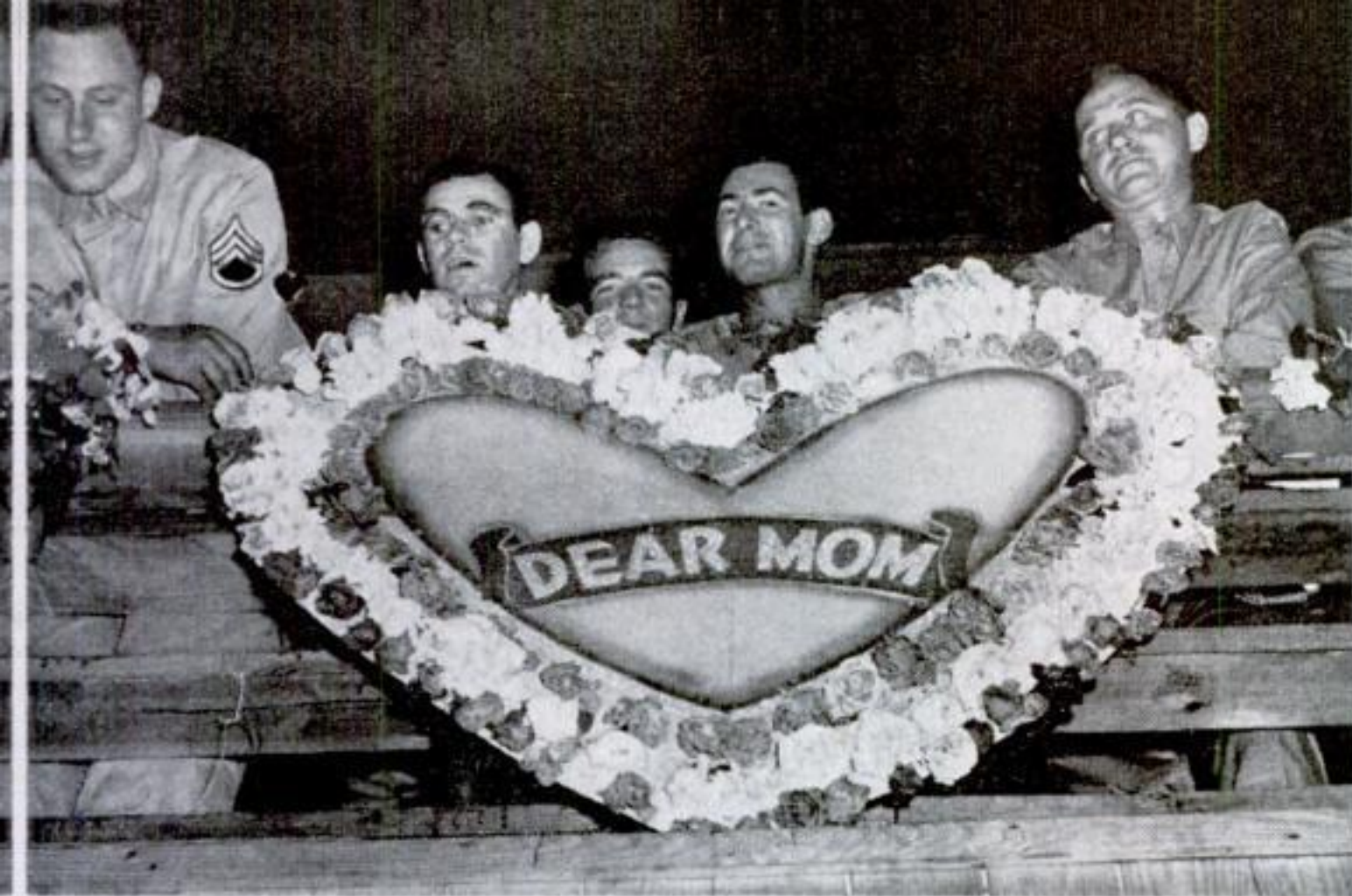
At Camp Forrest, Tenn., soldiers elected Mrs. J. W. Covington, 88, their "Dear Mom" for the day. Brought from her home at College Grove, Tenn., she was reunited briefly with her son, awarded a \$1,000 war bond, and then while soldiers sang *That Wonderful Mother of Mine*, she was reverently crowned with a garland of white roses and carnations (opposite).



PACKED PARACHUTES SPELL MOTHER'S DAY GREETING FROM AIR CADETS AT ARMY'S TRAINING SCHOOL AT ENID, OKLA.



AIRMEN AT LANGLEY FIELD, VA. FORM A GIANT HEART IN TRIBUTE TO VISITING MOTHERS. INSIDE IT, WITH HER SON, STANDS MRS. BLANCHE CARR, THE GUEST OF HONOR FOR THE DAY



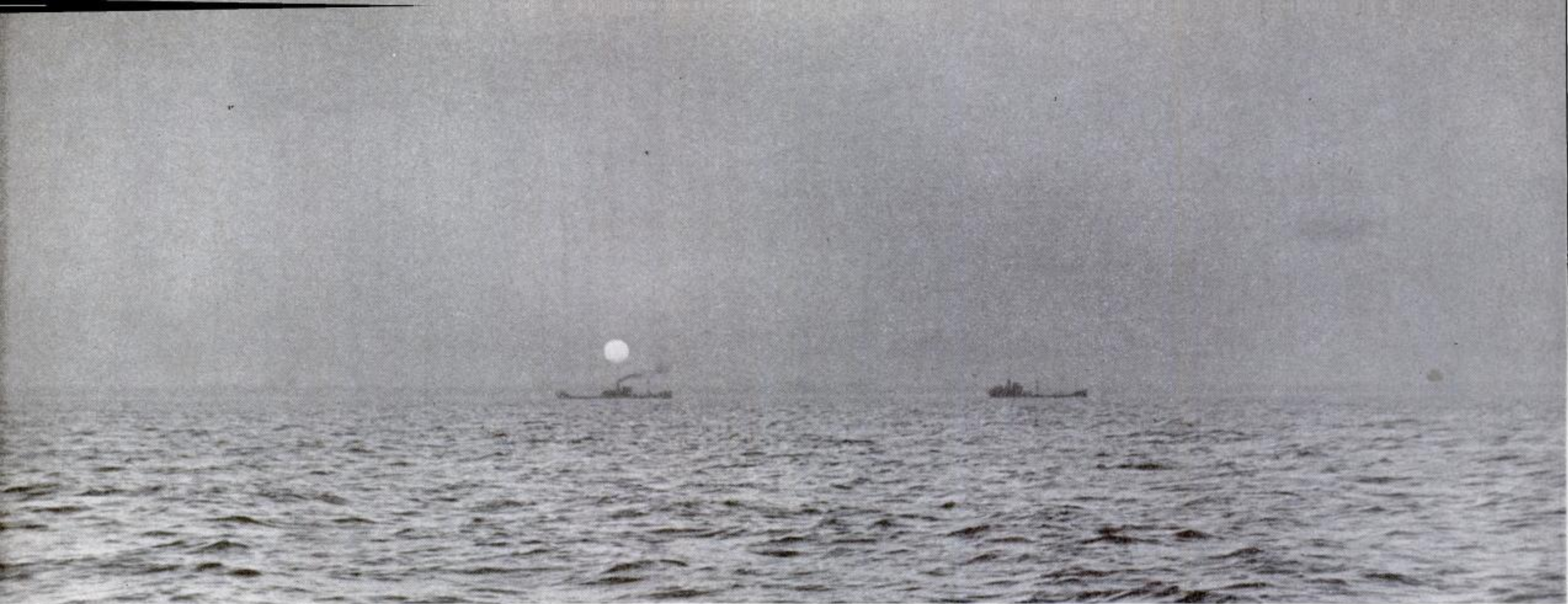
WREATH HONORS MRS. COVINGTON AND ALL U. S. MOMS AT CAMP FORREST CELEBRATION



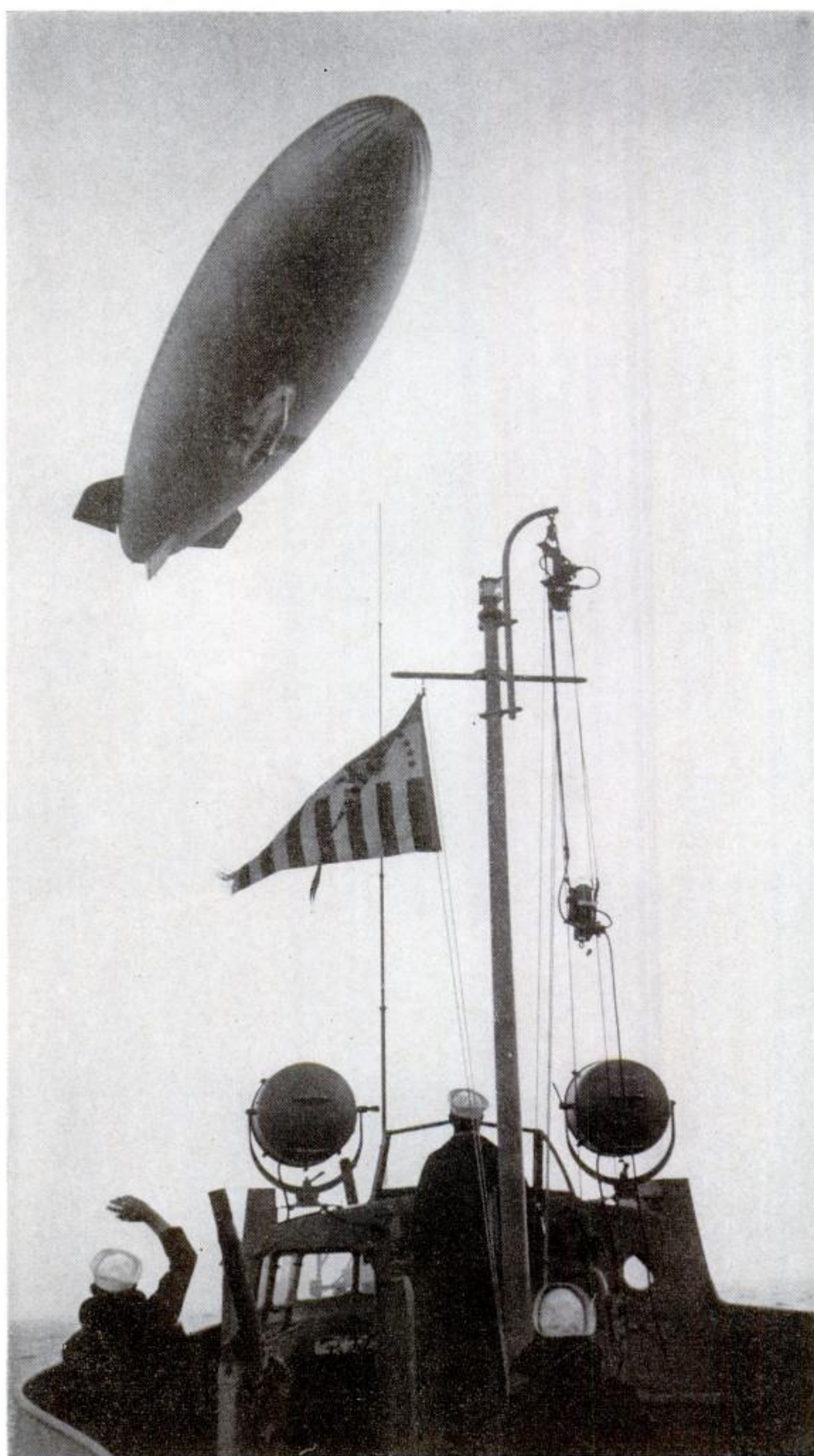
MRS. COVINGTON MOTORS TO CORONATION VIA JEEP WITH SON, MAJOR W. L. COVINGTON

COLONEL M. F. WALTZ, CAMP FORREST COMMANDER, CROWNS MRS. COVINGTON "DEAR MOM." NOTE MINIATURE OF HER HUSBAND ON COLLAR. SHE LOST FOUR BROTHERS IN CIVIL WAR





COASTAL MERCHANT SHIPS ARE SILHOUETTED BY SETTING SUN AS THEY CARRY FUEL AND SUPPLIES TO EASTERN PORTS. AS NIGHT FALLS THEY HUG THE SHORE AND MAKE FOR HARBOR



A Navy blimp flies over a Coast Guard vessel on patrol. Blimps and "sub-busters" work together when hunting U-boats. Blimp sights sub from the air, summons Coast Guard to destroy it.

THE COAST GUARD VS. SUBMARINES

Small boats are winning battle of Eastern seaboard



Sub-buster is tied to dock at an Eastern Coast Guard Station. The boats are 83 ft. long, mount machine guns and a number of depth-charge racks, are capable of long cruising at high speed.

AT NIGHT SHORE LIGHTS OF THE EAST THROW SUCH REFLECTION THAT THEY MAKE MERCHANT SHIPS STAND OUT AS PERFECT TARGETS IN A PERISCOPE. THIS WAS BEFORE DIM-OUT

Last week the motorists of 17 Eastern States found out at first hand that there was a desperate battle being fought off their sea frontiers. Queuing up at the doors of schoolhouses, they were issued gas-ration cards, entitling most of them to three gallons of fuel per week. This drastic step was taken by the Government because 95% of the East's gas and oil supply is carried by tankers—and tankers were being sunk daily by German U-boats in the Atlantic. Some of the U-boats were suspected of having a cruising range of 15,000 miles, enough to get them to the U. S. and home again with 10,000 raiding miles to spare. One daring submarine went so far as to slip into the St. Lawrence River to sink two Canadian ships. Others sank ships in

the Gulf of Mexico for the first time since the war's start. Since Jan. 14, an estimated 180 merchant ships have been sunk off the Atlantic Coast and Americans were beginning to realize that until those sinkings were cut down or stopped and the battle of the seaboard won, we were still a long way from winning the war.

Most Americans did not realize that a big part of the battle is being won by the U. S. Coast Guard. It is operating hundreds of fast 83-ft. sub-busters with ever-increasing effectiveness. The boats carry ten men and are equipped with delicate listening devices, depth charges and machine guns. Their speed makes them highly maneuverable in fighting subs and their shallow draft assures them of safety against torpedoes. They

can be built cheaply and quickly. It is these boats that Axis submarines fear most, and with good reason, for many of them have been demolished by the sub-busters' depth charges. The boats are being turned out so rapidly that soon they will be able to convoy ships along the coast. When that day arrives, the battle of the coast is won.

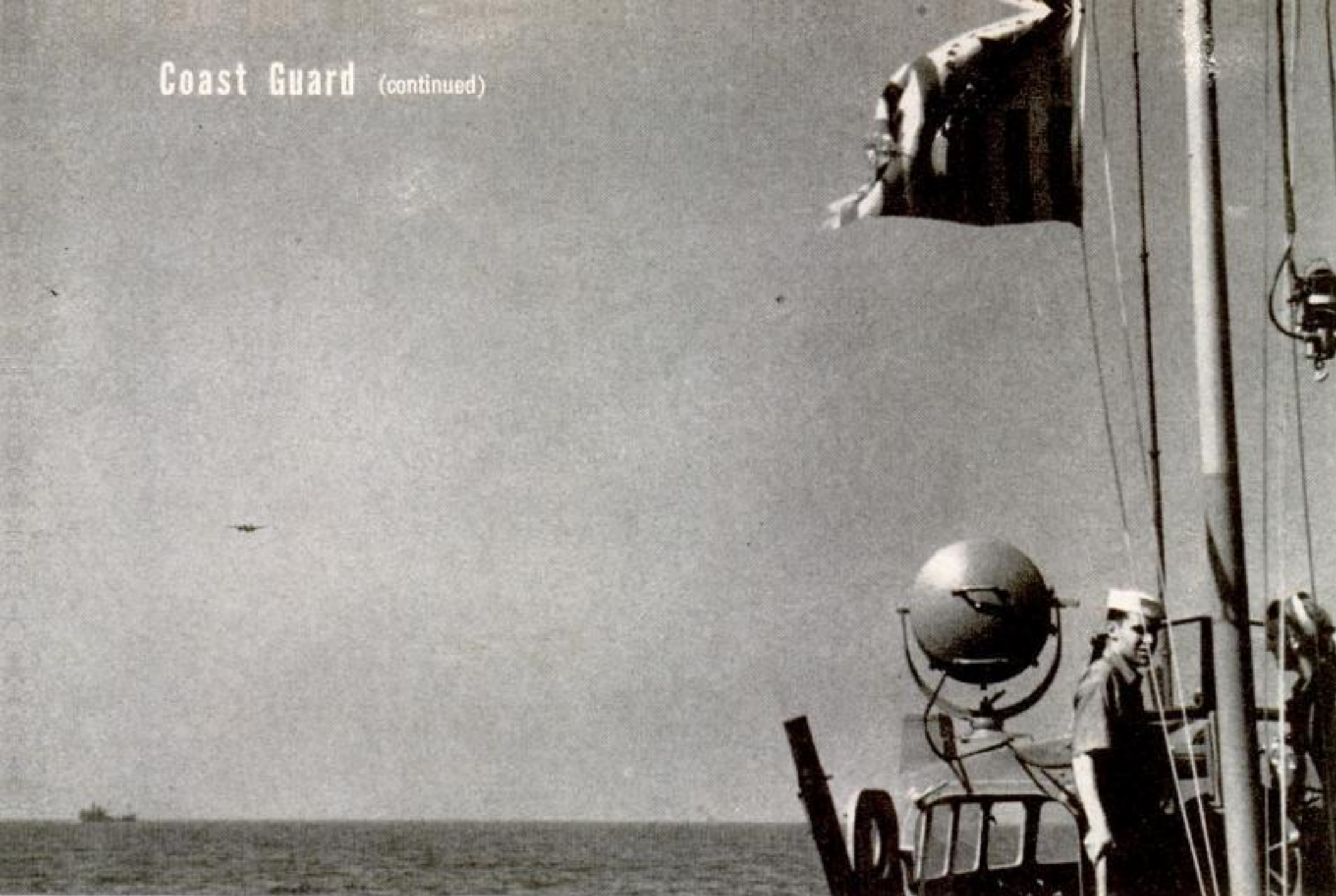
Life on a sub-buster is hard. Its crew has to stand almost constant watch on the week-long trips, being always alert for subs or survivors from torpedoed ships. They check on every suspicious sight or sound, sleeping when they can. But it is worth all the wearing vigilance when the charges are finally dropped and a spout of oil and debris rises to mark another sub's grave.



A ship is guarded in its journey along the Eastern seaboard by plane, blimp and Coast Guard cutter. Not all ships can be

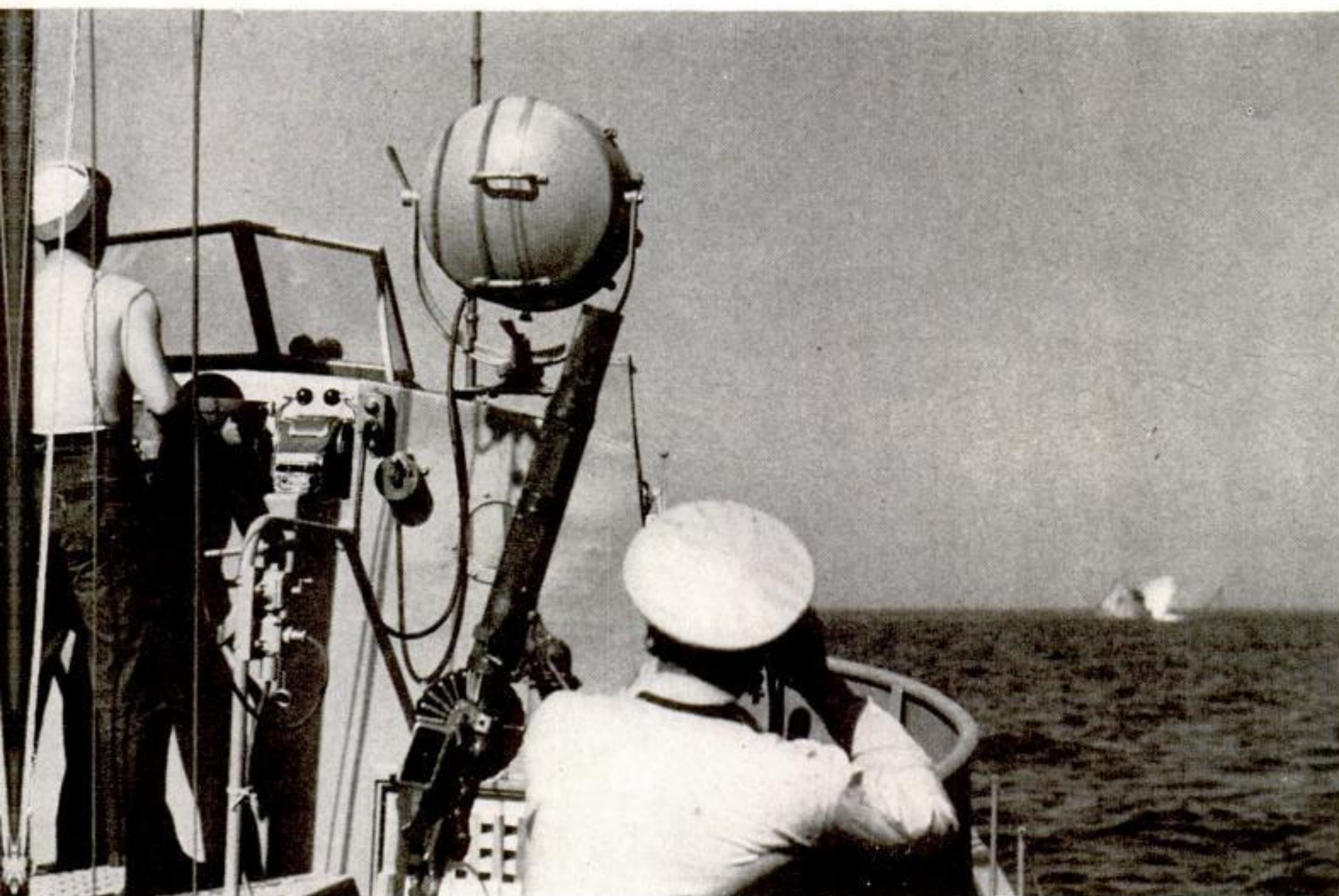
given such protection but soon, when there are more additions to the hundreds of sub-busters, most merchant ships can be

convoyed. The boats of the Coast Guard, once under Treasury Department supervision, now operate as part of the Navy.



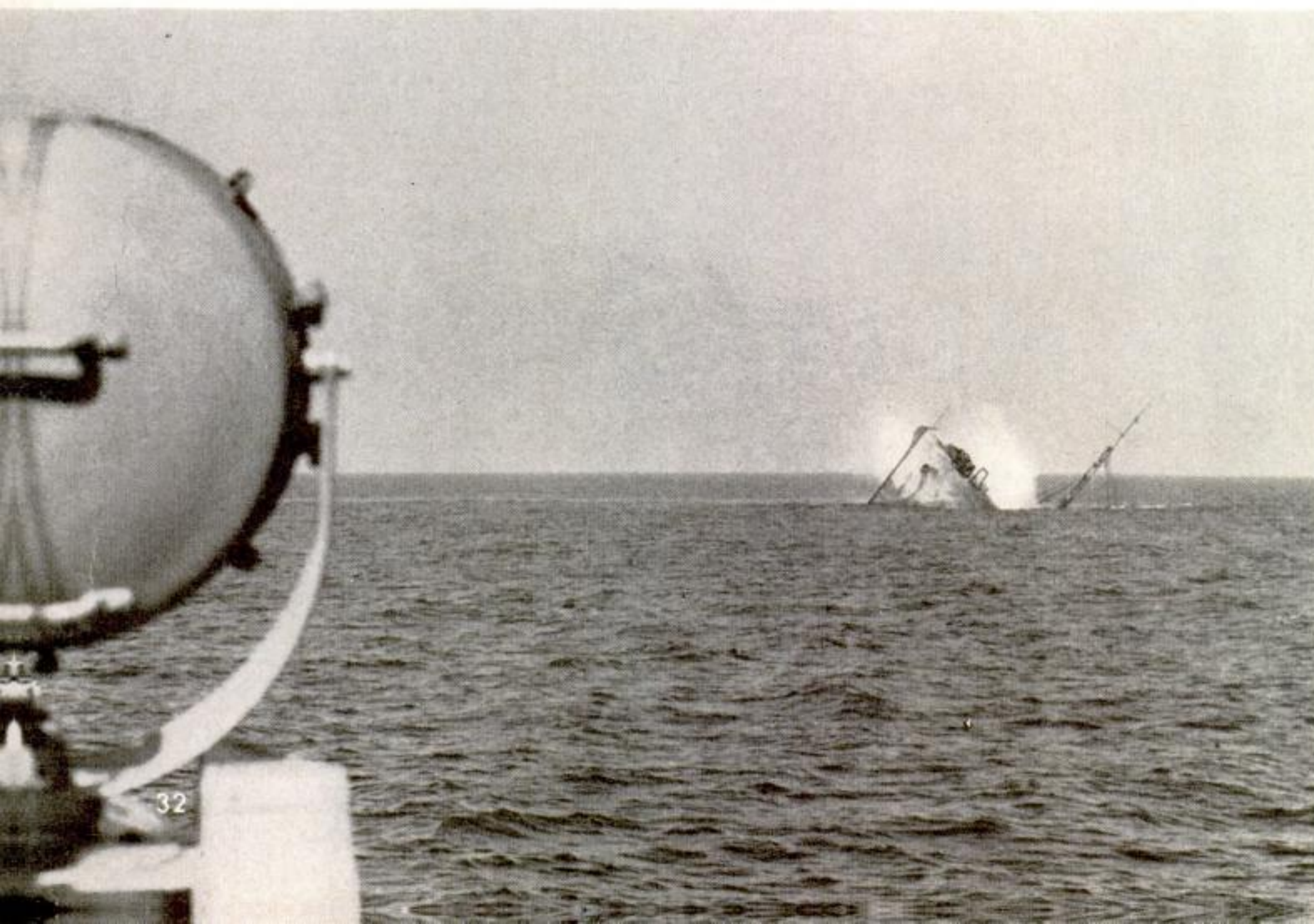
Ship is sighted on the horizon by a Coast Guard boat. After checking on its nationality, the cutter continues on its way. Soon after this, the ship was torpedoed by a

submarine which had evidently been stalking it. Coast Guard boat could not pick up sub's engines before, as listening devices are not effective at great distance.

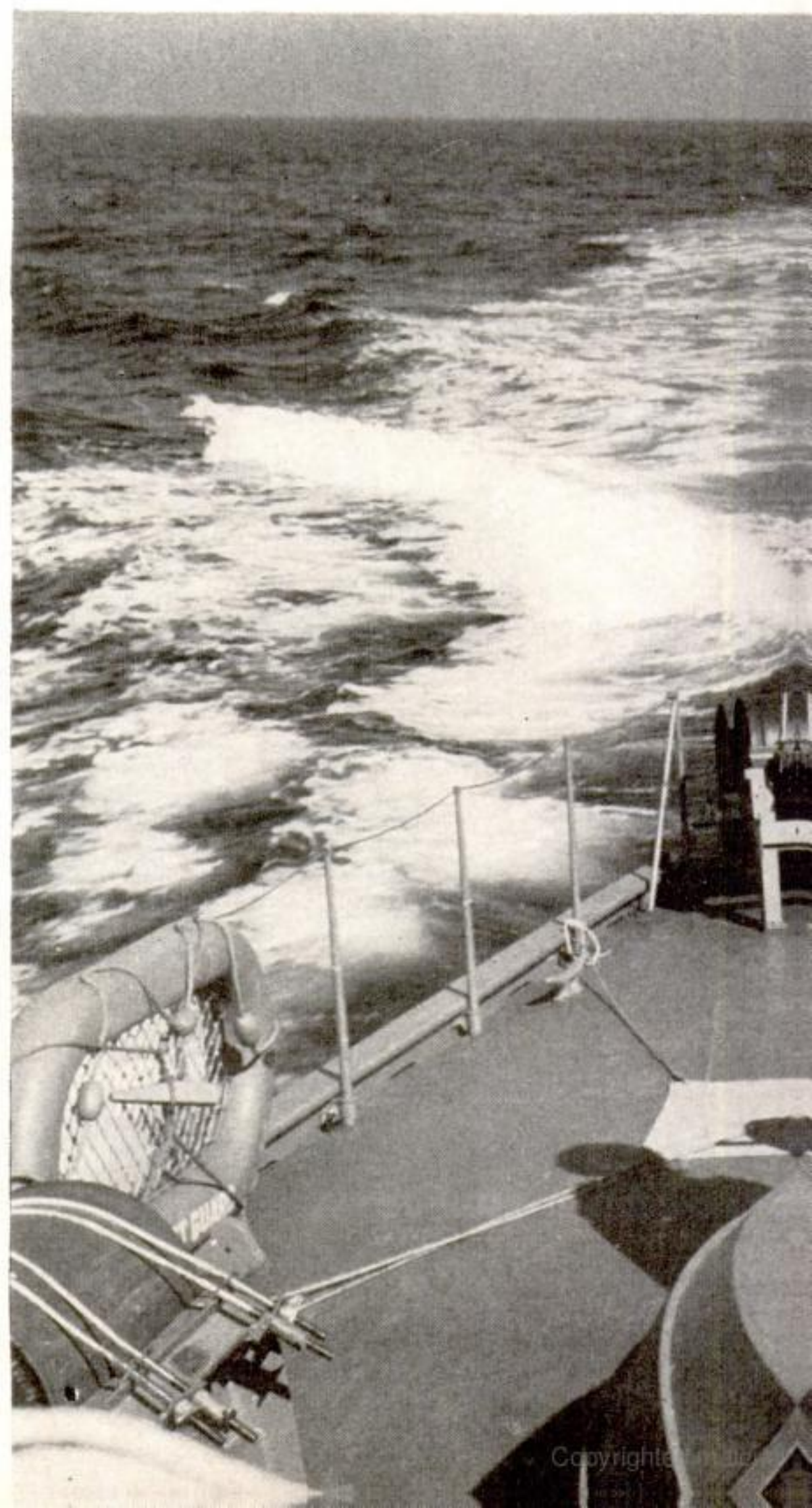


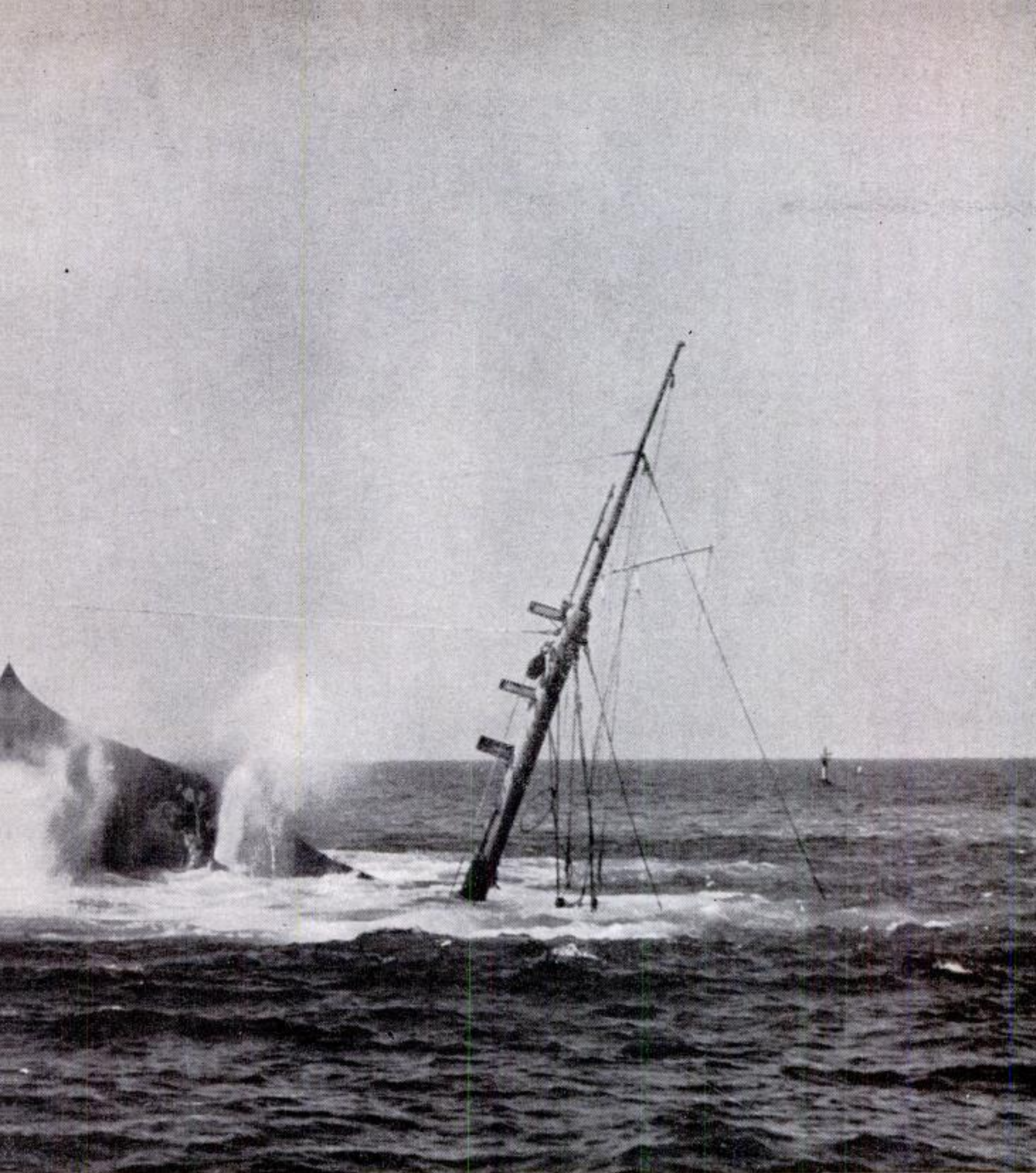
Coast Guard speeds to the scene of recent torpedoing, every member of the crew alert and ready for action. The first thing to do is to try to make contact with the Axis

sub, then look for survivors. If there were two boats they would split up work. All of the sailors got safely away from the ship, which is rapidly sinking (below).



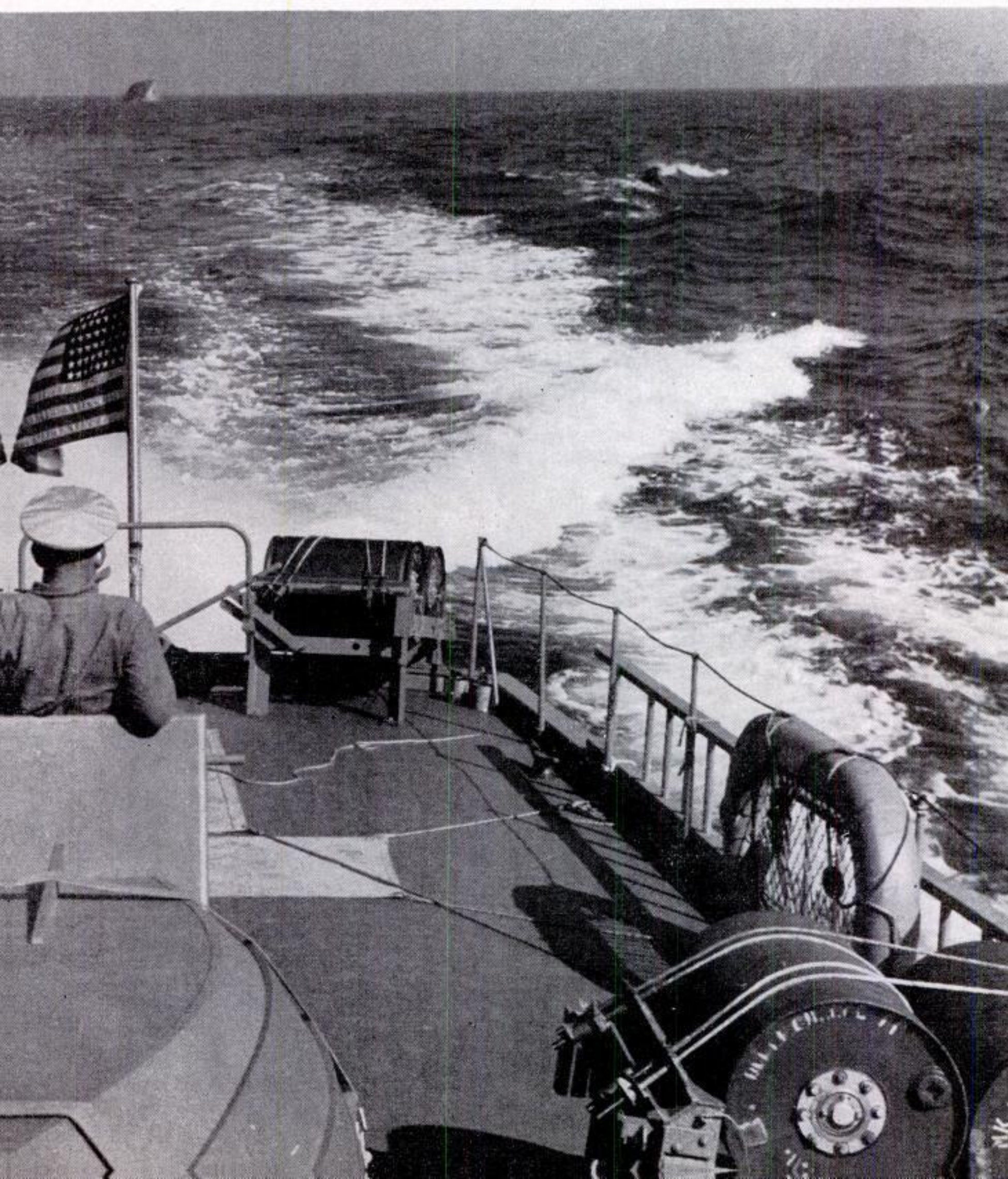
Ship's hulk remains afloat for some time as air which is trapped in bulkheads keeps it buoyant. Now the Coast Guard sub-buster begins a careful, comprehensive search for the submarine, which cannot be far away.





Men have their ears glued to the listening devices, which will pick up any telltale engine sound if the sub tries to move beneath waves. As the cutter takes up the scent

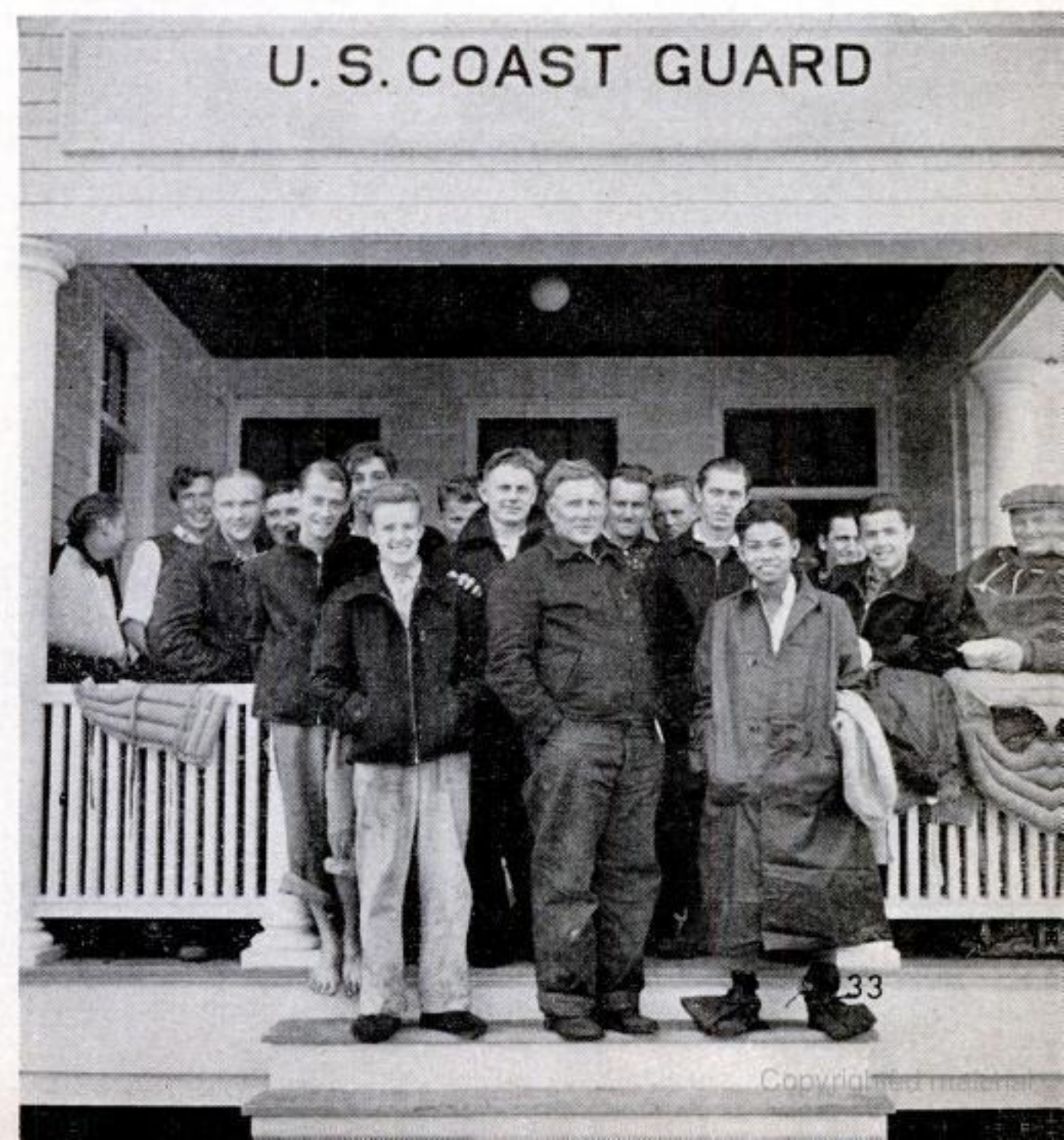
it speeds away, leaving the sinking ship (*below*). Though the man on deck looks nonchalant, he can and will release any of the depth charges in racks at a moment's notice.



Surfboat from Coast Guard station pulls out to pick up survivors from torpedoed ship. Two boats of the rescued men can be seen in the water at right. All have been saved from the ship though two were injured.



Survivors wave joyfully as their rescuers come alongside. They were taken back to the station, the wounded cared for—the rest fed, clothed and lined up for picture (*below*). All of them wanted to go back to sea.





FROM THIRD-BASE SIDE OF PLATE, A. P. CAMERA CATCHES PLAY AS PHILLIES' BEN WARREN TAGS CARDS' CRESPI. IN BACKGROUND: PHOTOGRAPHER MOONEY OF "INQUIRER"

CAMERAMEN PHOTOGRAPH EACH OTHER ACROSS HOME PLATE DURING CLOSE PLAY

In Philadelphia May 12, the National League's cellar-sunk Phillies played the St. Louis Cardinals before 2,000 fans in Shibe Park. The meeting produced a surprise, for to everybody's astonishment the Phillies won, 3-2. It also produced the best baseball pictures of the season.

In the seventh inning the Cards' second baseman, "Creepy" Crespi, singled and went to second on an out. With two gone, Jimmy Brown hit to right field. Crespi, who is very fast, tore around third, streaked

for home. The Phillies' right fielder, Stan Benjamin, scooped up the ball and pegged quickly to Catcher Ben Warren. As Crespi zoomed for the plate, Warren dove through the air to tag Creepy on the shoe.

At the instant of the put-out, A. P. Photographer Jules Schick took the picture above from the third-base side of home plate. Philadelphia *Inquirer*, Photographer Robert Mooney, standing on the first-base side, snapped the scene below. Each caught the other in the act of photographing the same split-second play.



FROM FIRST-BASE SIDE OF HOME PLATE, PHOTOGRAPHER MOONEY OF "INQUIRER" PICTURES SAME PLAY AT SAME SECOND. IN BACKGROUND: A. P. PHOTOGRAPHER JULES SCHICK

YOU'LL LIKE IT, TOO !

*this excitingly different
chicken soup !*

DAY BY DAY IT'S MAKING FRIENDS!

Somebody tries it, thrills to its different delicious flavor. Friends hear about it, try it, are delighted. In neighborhood after neighborhood, in all parts of the country, thousands upon thousands of families have welcomed Campbell's Chicken Gumbo Soup for parties, then asked for it for regular family meals.



A FAVORITE OF LEISURELY OLD NEW ORLEANS—1842

Down there in those old days, hospitality centered around the fabled triumphs of Creole cookery. Gumbos—those soups so rich of flavor, so thick of stock—gumbos were a favorite dish, and favorite of all was chicken gumbo. Now, this is the gumbo Campbell's make for you—pure chicken stock, okra, tomatoes, pieces of chicken and seasonings of rare delight—this is Campbell's Chicken Gumbo...



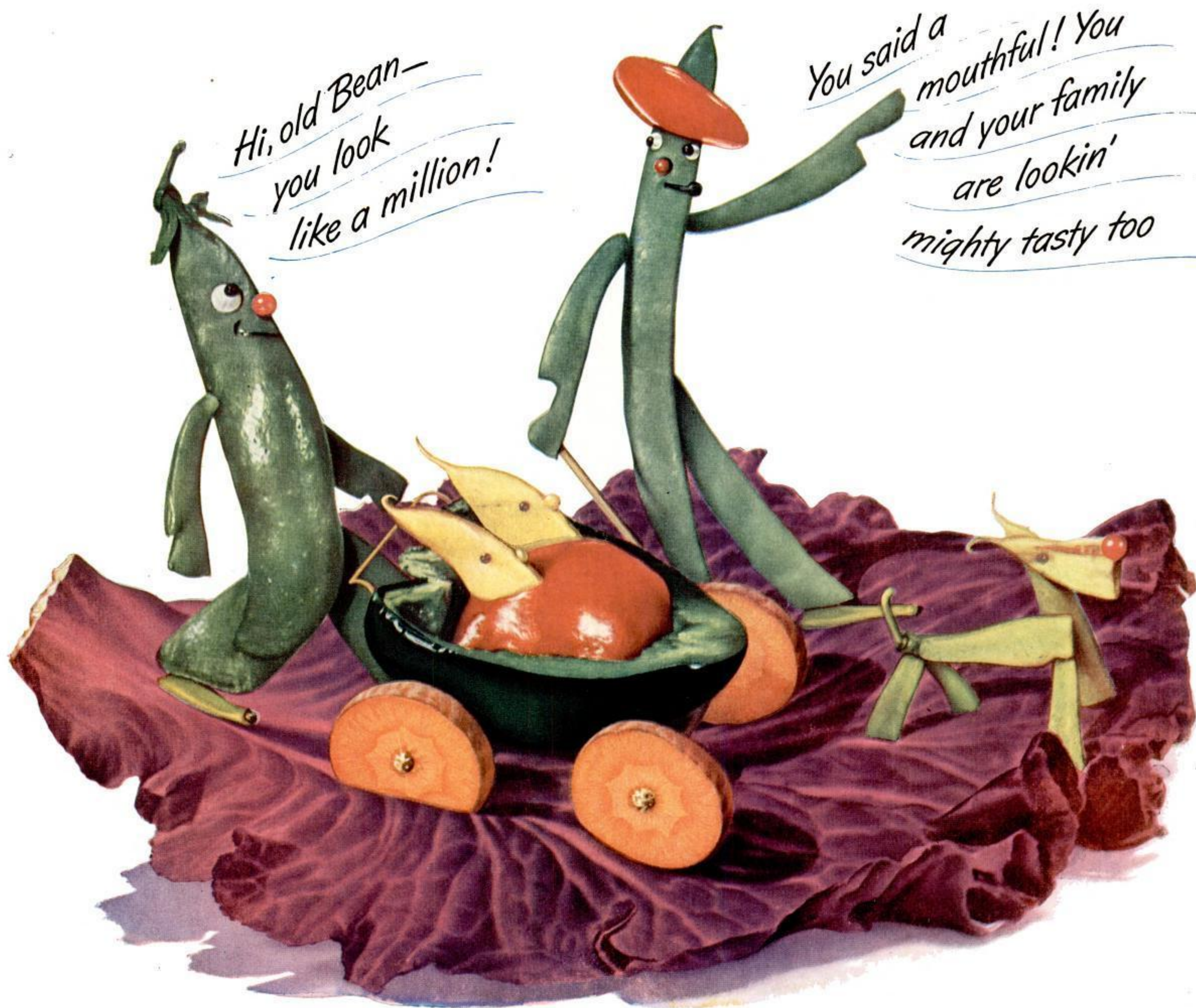
A NEW FAVORITE SOUP OF BUSY AMERICA—1942

Up-and-doing modern folk find Campbell's Chicken Gumbo fits exactly in the daily life of 'forty-two. It adds extra pleasure to simple family meals, puts "lift" in thrifty leftover suppers, makes a perfect dish for those odd-hour snacks. People find comfort in its hearty stock and nourishing vegetables, and they delight in its excitingly different taste... You'll like Campbell's Chicken Gumbo, too!



LOOK FOR THE RED-AND-WHITE LABEL

Campbell's CHICKEN GUMBO SOUP



*Hi, old Bean—
you look
like a million!*

*You said a
mouthful! You
and your family
are lookin'
mighty tasty too*

Only the Bugs are out of luck

IF you've ever fought the pests on a 50-foot garden plot, you can imagine what they were up against at a 20,000-acre vegetable farm in New Jersey—one of the suppliers of Birds Eye Frosted Foods.

To be marketed as "Birds Eye," every individual pea or bean must be flawless.

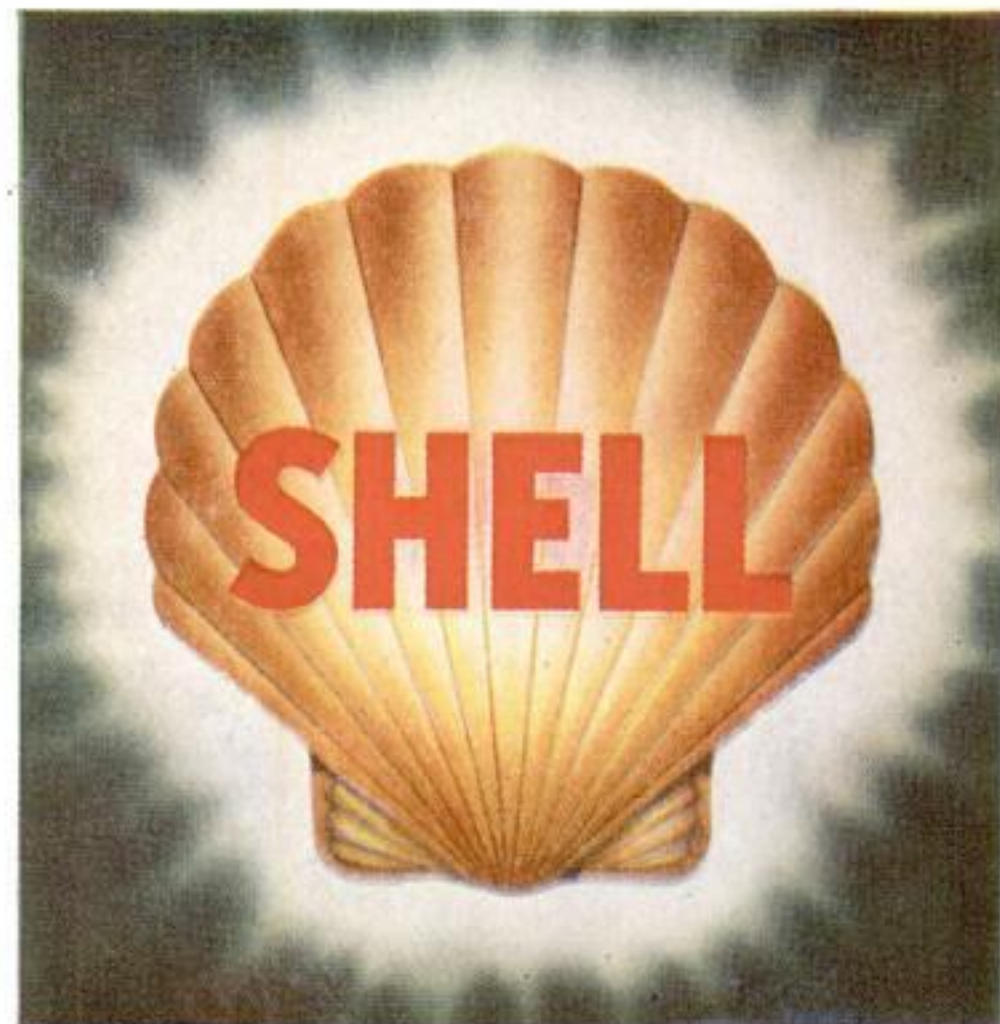
Shell scientists were brought in. At the "University of Petroleum," Shell's research laboratories consisting of 1481 scientists and technicians, they not only developed an oil spray of peak effectiveness, but a way to apply it without harm to the plants.

For oil "burns" tender shoots—as the sun burns your skin. Even a little, improperly applied, is harmful—and too much is ruinous.

Through Shell methods of application, the spray is "atomized"—becomes a mist so fine that it reaches all parts of the plant, yet no spot gets enough to "burn." Pest control is now "99% perfect" at Birds Eye—the highest ever achieved.

You share the benefits of Shell research in better food, better clothing at lower cost, more effective drugs, finer cosmetics. And it "carries over" to your motoring . . .

**You share this advancing knowledge with every
purchase of Shell gasoline or motor oil
"Oil is Ammunition—use it wisely"**





DAVENPORT FIREMEN MOUNT A LADDER, SELL WAR BONDS TO ASTONISHED OFFICE WORKERS. MOST PROSPECTS THUS VISITED SUCCUMBED TO TUNE OF HUNDREDS OF DOLLARS



Parade crosses Mississippi via ferryboat *W. J. Quinlan*. Ranks of Guardsmen, veterans, school bands marched through Davenport, assembled on north bank, then ferried across to Rock Island.

DAVENPORT, ROCK ISLAND AND MOLINE SHOW THE U. S. HOW TO SELL WAR BONDS

In the Tri-Cities bend of the Mississippi Valley, where the old river flows east to west, citizens of Davenport, Iowa and Rock Island and Moline, Ill. engaged last week in a war bond and stamp marketing drive which clinched once and for all the postulate that Americans are the greatest salesmen and greatest showmen on earth. Traditional rivals, the Tri-Cities displayed such high-spirited ardor in their crusade as had not been seen thereabout since Zachary Taylor and 334 Americans took on 1,000 Indians and Redcoats at the Battle of Credit Island in 1814.

By week's end total dollars poured into the U. S. Treasury were still uncounted, but Davenport, with over \$12,000,000 in bond pledges, had established itself as the most original and energetic of the Tri-Cities. Bored by routine promotion emanating from Washington, its businessmen produced an inspired campaign. Local artists designed grim, hard-hitting posters showing soldiers' boots marching down a street. This stark design was printed daily in Davenport's papers, growing bigger morning by morning. A sound track of marching feet was broadcast recurrently over Davenport's radio station and hurled from amplifiers atop a local bank. It drove the city crazy.

On May 11 actual selling began. Sixteen hundred minute-men, carefully trained in 26 coaching sessions, scoured city and hinterland. Every business and civic agency in town cooperated in some degree. On this page and those following you see some of the ingenious sales devices which many another U. S. city might well plagiarize from inventive and patriotic Davenport, Iowa.

"But I thought we'd PAID that!"



You know you didn't

Don't grouch and grumble all evening just because you've had a hard day. Evening's a time for fun and relaxation. Enjoy it by first climbing into your tub with a cake of New Ivory Soap.



Loaf a while in an IVORY BATH

It's *more* than just a bath! For you're chin-deep in he-man *Ivory* lather from that big white floating cake. Slather it on and briskly rub it into every muscle. Makes your skin feel like new. Ivory's so *mild* lots of men use it for shaving. And *fast*! Ivory lathers *faster* than any leading bath soap. In no time at all, you step out feeling grand!



A Fresh Start for hours of fun!

Evenings are much more fun when you're fresh from your Ivory Bath. Your work and worries go down the drain. And that fresh, clean "Ivory" smell leaves you a pleasure to your family, a treat to your friends, a Better Man even to yourself! To get more fun out of life, get a Fresh Start *every* evening in an Ivory Bath!

99⁴⁴/₁₀₀ % PURE...IT FLOATS

TRADEMARK REG. U. S. PAT. OFF. • PROCTER & GAMBLE

**For a FRESH START...
take an IVORY BATH**



In Davenport store, Stamp Girl Pati O'Hara, Marycrest College student, approaches Customer Francis Pflueger as he inspects suits in men's department. Like most of



her colleagues who worked the store during the day, Pati had little difficulty peddling her wares. Salesman Tom Barclay doesn't seem to mind having his sale interrupted.

CONTINUED ON NEXT PAGE

How's your "Pep Appeal"?

—by Williamson



Director: No, no, no, Miss Joyce! Get some life in it! Some zip and zing! You know—some of the old *pep appeal*!

Girl: Oh, dear! It sure looks like I've lost our chance for a spot in the show. I guess I just haven't got it!



Boy: It's not *that* bad, honey! You know you can step with the best of them. It's just like he says—what you need is a little more pep. I'll bet you haven't been eating right lately—not getting all your vitamins. And right now's when you start getting them. Put on your hat and let's go.



Boy: No getting around it, sugar. You can't expect to have pep without vitamins. And right in KELLOGG'S PEP are extra-rich sources of the two vitamins least abundant in ordinary meals—vitamins B₁ and D. Yes, sir! Right in this swell, crunchy cereal, made from choice parts of sun-ripened wheat.

Girl: Mister, mister! Why didn't you tell me how marvelous it tastes? If getting the rest of my vitamins is as much fun as eating PEP, we may be seeing our names in lights before we know it!

Vitamins for pep! Kellogg's Pep for vitamins!

Pep contains per serving: 4/5 to 1/5 the minimum daily need of vitamin B₁, according to age; 1/2 the daily need of vitamin D. For sources of other vitamins, see the Pep package.

MADE BY KELLOGG'S IN BATTLE CREEK

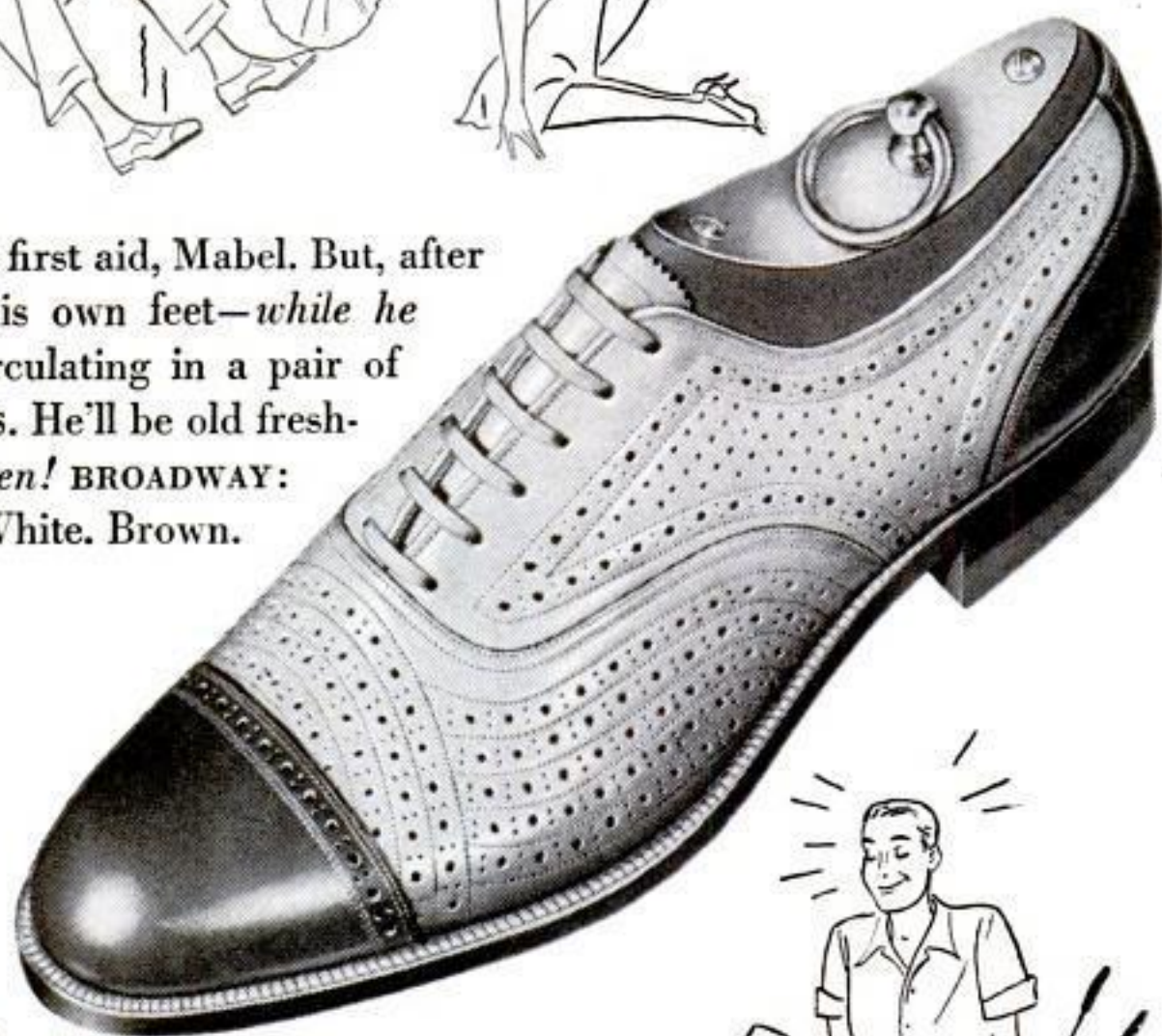
SOLD BY GROCERS EVERYWHERE

HEY, WHAT'S COOKIN'?

YOUR FEET?



Nice going with the first aid, Mabel. But, after this, let him fan his own feet—while he walks! Get him circulating in a pair of Walk-Over KOOLIES. He'll be old fresh-as-a-daisy Davey then! BROADWAY: Two-tones of tan. White. Brown. Or combinations.



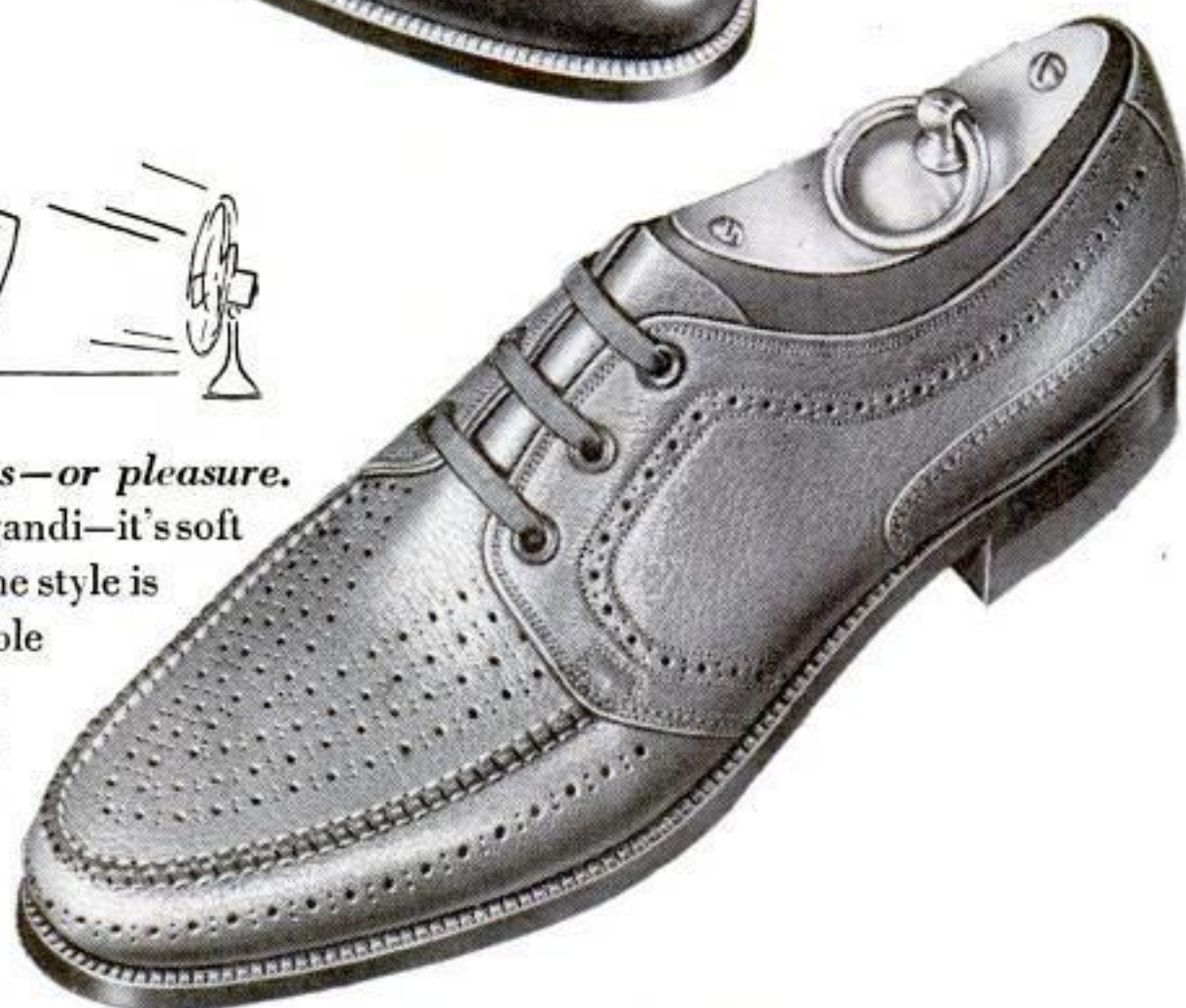
Cool as a dip in the pool.

The original air-holes-in-action shoes. Walk-Over Koolies force fresh air in and hot air out.

RAMBLER: White and brown mudguard style. Also two-tones of tan.



Open for business—or pleasure. Breeze-blown Brogandi—it's soft as goatskin. And the style is inspired by the noble redskin. Moccasin toe. Unlined. Fully flexible. ROCKET: Antiqued tan.



WALK-OVER KOOLIES

Walk-Over prices \$7.95 to \$12.95. Geo. E. Keith Company, Brockton, Mass.

How to Sell War Bonds (continued)



Davenport's neatest idea is shown here. Auto Dealer Frank Schierbrock has bought \$1 worth of stamps from Marilyn Boeck. So he pushes her in a wheelbarrow until...



Another customer takes over. Barrow pusher this time is R. V. Boom, ad manager of a local store. Having bought stamps from Marilyn, he promenades her until...



She makes another sale, this time to Lee Turnbull, publisher of Davenport Democrat. And so it goes. Marilyn sold plenty of stamps during day, covered plenty of ground.

HURRELL PHOTOGRAPH

...direct hit
every time



★ Suddenly the marine situation looks better, brighter, more inspiring from every angle. It's the Jantzen on you that does it. **For the girls**, it's the uplifting power of the new Jantzen bra . . . the slimming, trimming, smoothing, soothing influence of Jantzen foundation control . . . the buoyancy of the new Jantzen colors . . . the wonderful feel of the new Jantzen fabrics knit with "Lastex yarn" to hold line, loveliness, control, all summer long. **For the men**, it's Jantzen's new trim-fit strategy for athletic freedom in new textures, styles, colors.

"Colleen"—Velva-lure with white pique ruching, 8.95 "Cabeleer"—New worsted-and—"Lastex" trunks, 5.00

JANTZEN KNITTING MILLS, PORTLAND, OREGON; VANCOUVER, CANADA

Jantzen
AMERICA'S SWIM SUIT

Eat the foods that help

U.S. NEEDS US STRONG



EAT NUTRITIONAL FOOD

Every day, eat this way

MILK and MILK PRODUCTS...



at least a pint for everyone—more for children—or cheese or evaporated or dried milk.

BREAD and CEREAL



... whole grain products or enriched white bread and flour.

ORANGES, TOMATOES, GRAPEFRUIT



... or raw cabbage or salad greens—at least one of these.

MEAT, POULTRY or FISH



... dried beans, peas or nuts occasionally.

GREEN or YELLOW VEGETABLES



... one big helping or more—some raw, some cooked.

EGGS...



at least 3 or 4 a week, cooked any way you choose—or in "made" dishes.

OTHER VEGETABLES, FRUIT



... potatoes, other vegetables or fruits in season.

BUTTER and OTHER SPREADS



... vitamin-rich fats, peanut butter, and similar spreads.

Then eat other foods you also like

OFFICE OF DEFENSE HEALTH AND WELFARE SERVICES

PAUL V. McNUTT, DIRECTOR, WASHINGTON, D. C.

Property of Federal Security Agency, may be reproduced by permission only

U. S. Official Food Guide shows you which foods can help protect and build strong citizens

All over America the call rings out: "Eat the *right* foods every day...the foods for strength...stamina... vitality!" That's the way to build a *victorious* nation.

To help you choose the right foods... to help homemakers plan meals that will make the nation stronger... our government has established this Food Guide. It shows you *which* foods are essential—the ones you should eat every day.

Statistics show that in the past only about one-fourth of our nation has been choosing a well-balanced diet... a diet that produces maximum efficiency.

But today, we *must* have men and women with keen eyes, strong bodies, steady nerves, buoyant spirits! Our growing children must eat the foods that will build strong bodies to meet the great challenge of the future! Never in the history of this free land has a well-balanced diet been so vitally important. Strong Americans today... strong Americans *tomorrow*... are every bit as important as bombers, tanks, ships!

Will you join this crusade for a stronger America? Then clip Uncle Sam's Food Guide now! Keep it in your pocket to help you order meals in a restaurant. Pin it up in the kitchen to guide your meal-planning.

Remember... every day, three times a day... *you can help make America strong.*

Thank the Dairy Farmers

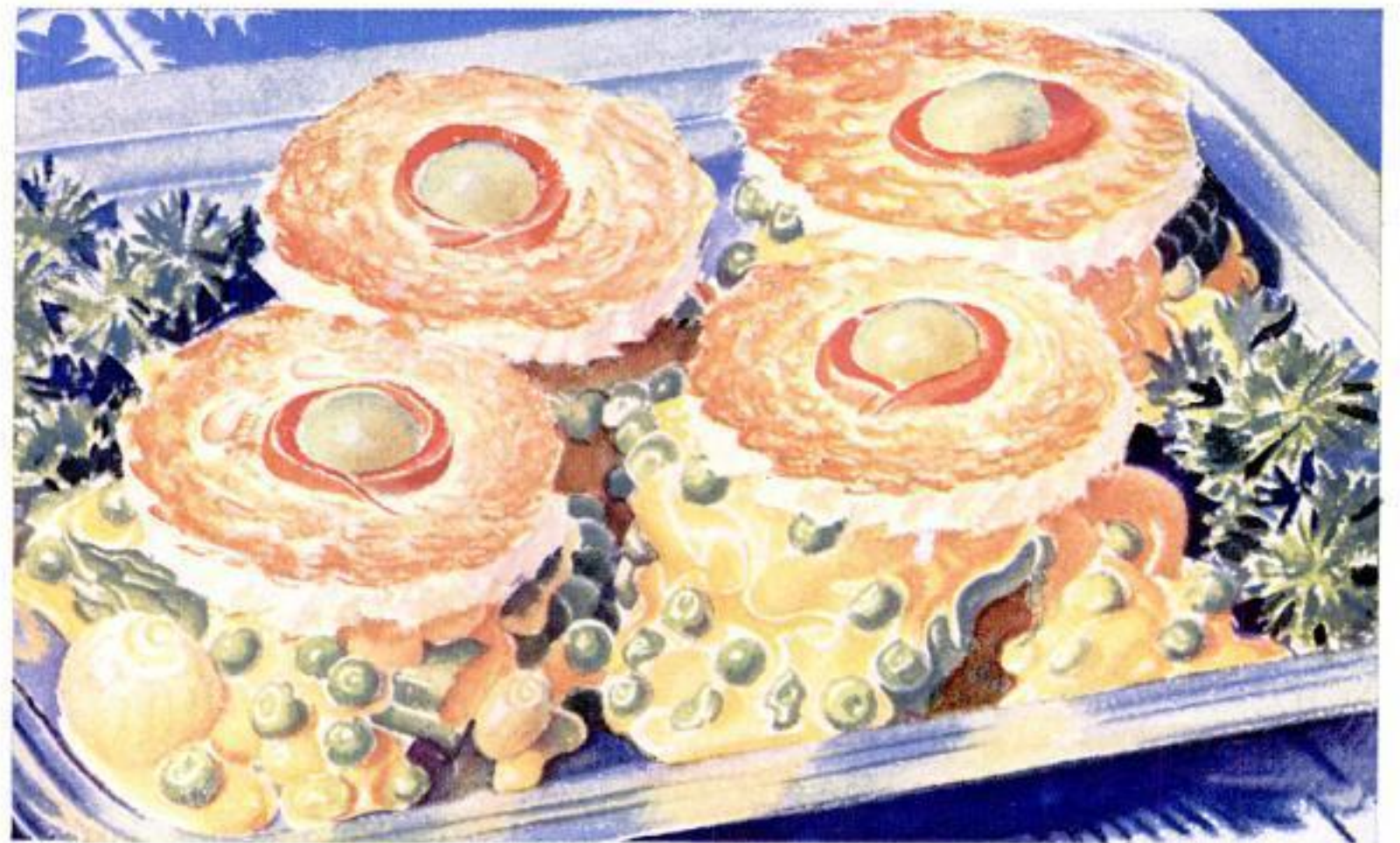
Months before this nation was at war, the Department of Agriculture called on America's dairymen to go on an "emergency basis". More milk was vital—and more cheese. America's 5,000,000 dairy farmers responded at once. In 1941 cheese production totaled over 120 millions of pounds more than in the previous year!

Today cheese is listed as one of the recommended foods in Uncle Sam's Food Guide. Thanks to the dairy farmers who cooperated with our fore-sighted government and with cheese producers, America has *enough* cheese... enough for our armed forces, for the needs of our allies, and for good nutrition on the Home Front!

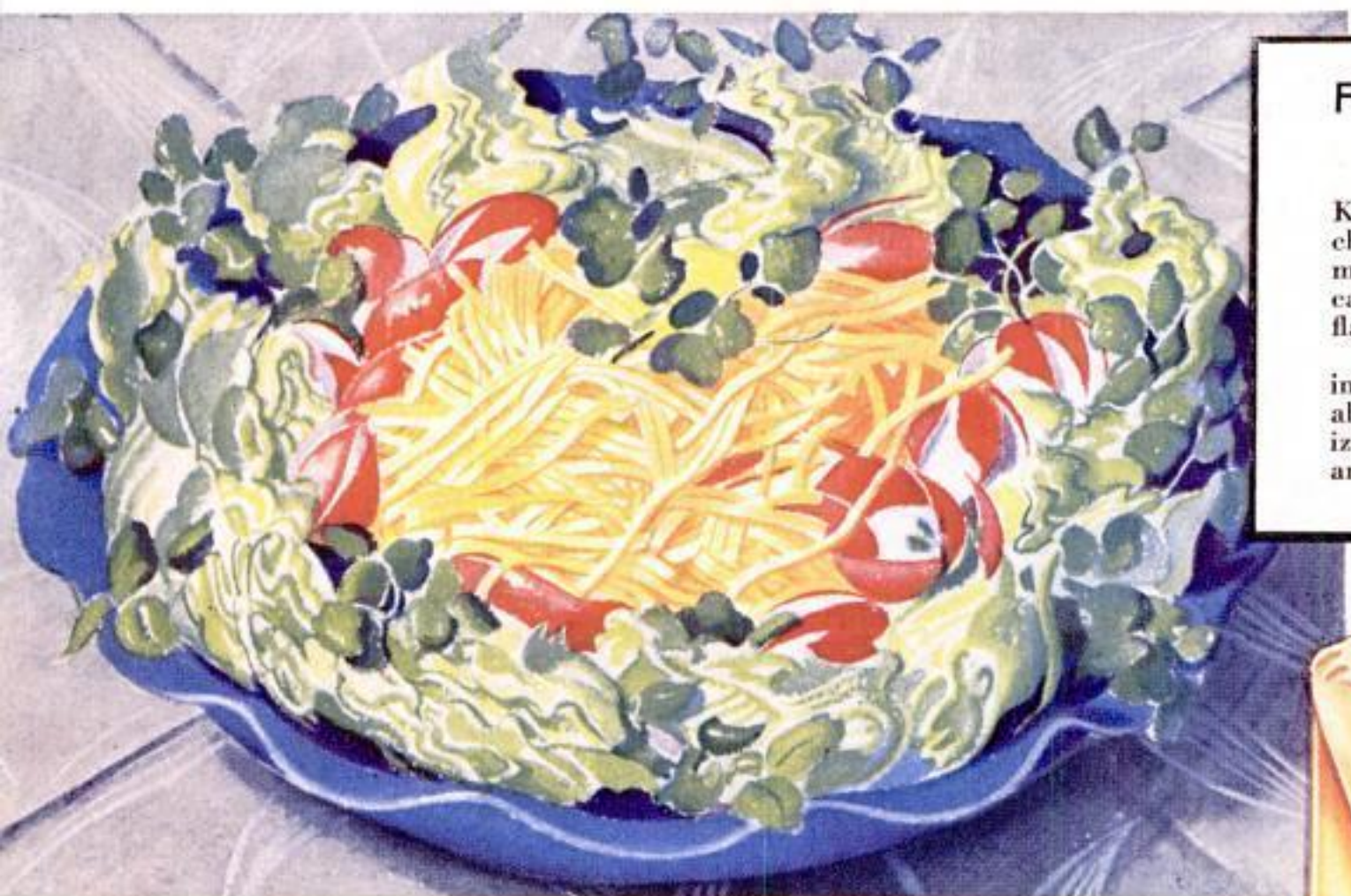
make America strong !



Uncle Sam says: **EAT CHEESE!** Cheese supplies important milk nutrients in concentrated form. For instance, six ounces of American cheddar supply as much calcium and phosphorus as a whole quart of milk. These are essential minerals; they help build and maintain sound teeth and bones. Cheese also helps supply milk *protein* for strong muscles. It is an excellent food source of vitamin A. And it's a fine *energy* food, too. For these important reasons cheese should *not* be considered "just a tidbit" to nibble with pie . . . but a menu-mainstay.



Uncle Sam says: **EAT VEGETABLES!** If your family is not too enthusiastic about eating their vegetables, watch them *go for* vegetables served in a rich cheese sauce. Make that sauce the *easy* way . . . with a smooth-melting Kraft pasteurized process cheese. In the top of a double boiler simply melt $\frac{1}{2}$ pound of Kraft Cheese (Old English brand for *sharp* cheddar flavor; Kraft American for *mellow* cheddar flavor; or the cheese food, Velveeta, for *mild* cheddar goodness). When the cheese has melted, stir in $\frac{1}{4}$ cup of milk. Like magic you have a rich cheese sauce . . . smooth as satin!

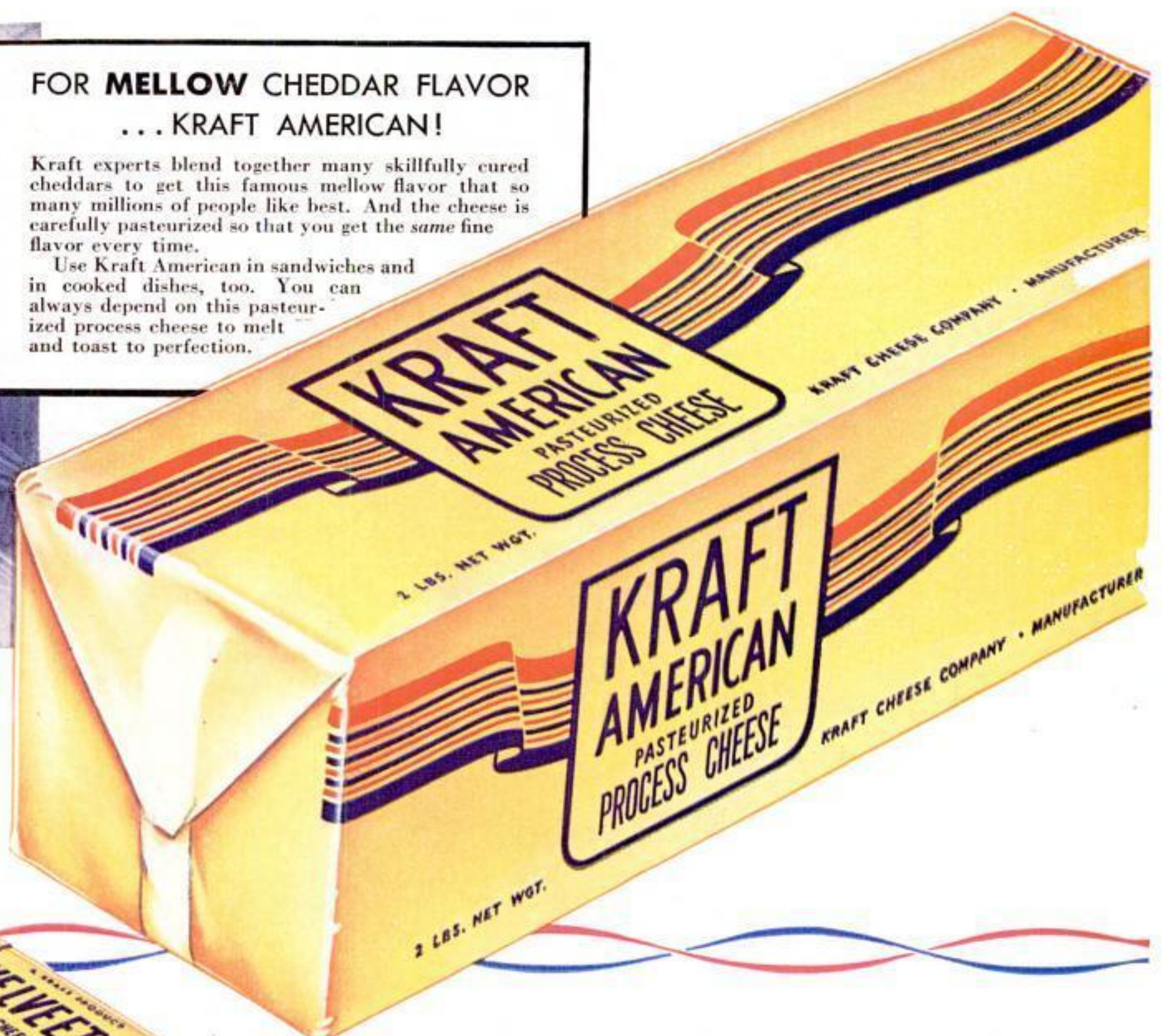


Uncle Sam says: **EAT SALADS!** Do your men-folks need a little coaxing on that one? Then *add cheese* to your salads to add enticing flavor as well as food value. Any of the Kraft cheddar varieties, diced or cut in long slim strips; or the nut-sweet Kraft Swiss or Kraft Brick.

FOR MELLOW CHEDDAR FLAVOR ... KRAFT AMERICAN!

Kraft experts blend together many skillfully cured cheddars to get this famous mellow flavor that so many millions of people like best. And the cheese is carefully pasteurized so that you get the *same* fine flavor every time.

Use Kraft American in sandwiches and in cooked dishes, too. You can always depend on this pasteurized process cheese to melt and toast to perfection.



FOR RICH YET MILD CHEDDAR FLAVOR THIS FAMOUS CHEESE FOOD, VELVEETA



This delicious cheese food gives you important milk nutrients in concentrated form. Velveeta is rich in milk minerals; helps supply milk protein. It's a fine energy food. An excellent food source of Vitamin A, an excellent source of Vitamin G. And Velveeta is *digestible* as milk itself. Use Velveeta to bolster the nutrition of your meals many different ways—this cheese food spreads, slices, toasts, and melts to perfection!



Off to Work

TODAY—IF YOUR CAR MUST GET YOU TO YOUR JOB, GIVE IT THE CARE IT NEEDS. LET YOUR MOBILGAS DEALER HELP YOU KEEP IT RUNNING.



How your Mobilgas Dealer helps keep your car on the road... helps make it last!

1. Free Air? Sure—we'll be glad to check your tires once a week!
2. Let us switch tires each 5,000 miles, inspect for cuts and bruises—check wheel alignment, too!
3. Your battery needs our check-up every 2 weeks.
4. Let us change your oil every 1,000 miles—we'll put in clean, tough Mobiloil!
5. Let us Mobilubricate your car every 1,000 miles—protect every chassis part from costly wear!
6. We'll protect your car's finish, too! Let us wax it every 3 months!
7. Let us flush cooling system twice a year—condition the fresh water to guard against damaging, clogging rust!
8. Let us make sure that gears are protected... we'll check every 1,000 miles.
9. Let us clean your spark plugs every 5,000 miles—help you save gasoline.
10. Let us check your air filter every 2,000 miles—change your oil filter every 8,000 miles.

SOCONY-VACUUM OIL CO., INC., and Affiliates:
Magnolia Petroleum Co.,
General Petroleum Corp. of Calif.



GIVE YOUR CAR A "FRESH START"...

YOUR FRIENDLY MOBILGAS DEALER



Pamela Eades, Lorna Charlwood (center) and June Birch were among the 650 Dover schoolchildren who returned to

their city last fall to continue their studies in relative quiet. From habit they still keep gas masks close at hand in school.

ENGLISH SCHOOLGIRL REPORTS TO LIFE ON COASTAL WARFARE

After many months of comparative peace from the skies and silence from the heavy guns across the English Channel, the city of Dover is again taking a heavy pounding from the Nazis. Last Autumn LIFE Photographer David Scherman went from London to Dover to record the first week of schooling for children who had been evacuated 18 months before at the beginning of the Battle of Britain and had done no studying during that long interval. There Scherman made friends with three little 13-year-old Dover girls, who with their "Mums" had just returned from Wales.

The youngsters, Lorna Charlwood, Pamela Eades and June Birch, returned to school with fresh interest and settled happily to the task of classes and daily air-raid drills. Pamela, who is now 14, quit school, has been working two months in a shop and has been bombed out once. A week or so ago the hated jerries again returned to Dover. In the column at right LIFE prints Pamela Eades's account of these new bombings and shellings, reflecting not only her own wartime experiences but those of her friends June and Lorna and countless thousands of other English children.

June Birch studies plaque on bombed Wesleyan church in Dover. After war another historic item will be added. Church

has only two walls left. Muses June aloud: "Church of England buildings with them steeples seems to hold up better."



NEW DOVER BOMBINGS

by PAMELA EADES

Well, to begin with the Monday night raid, it was about 9 o'clock when the siren went. There was Mummy, Duggie (that's her nickname—she is a nurse) and me. When the siren went, I wanted to go to the Anderson [shelter] but Mum and Duggie said, "No, there aren't any jerries up." But after a little while we heard some planes so we ran to the shelter. We just got in when *whoo-oo*, our barrage started up. When the bombs started dropping, I put my fingers in my ears and tried to read but every now and then I came over in a terrific tremble so I couldn't stand. Mum was trembling too, but Duggie was quite calm. All she was saying was "Ouch."

Then we heard rather a loud bang and heard a collapse of buildings. We thought our house had gone and then after a few more bombs I think our guns must have chased them off. A bomb fell 60 yd. from the ATC [Air Training Corps] place. All the boys were in the shelter but they all felt sick. Another bomb dropped on a bus garage—it was smashed to bits and a big club was smashed as well. *Coo*, that was a sight!

Well, that was Monday. On Friday at midnight we were in bed and we heard some planes and then some gunfire so we got up and ran to the Anderson and the guns pom-pomed and whizzed away before the siren went. After it went, the bombs started dropping. They sounded very near but our guns were terrific but still jerry wouldn't go. He kept diving and you nearly always feel it's on top of you. I don't mind telling you I was terribly scared. After about one and a half hours the guns stopped. There was three unexploded bombs four doors away so we went down to the hospital and stayed there till 5 o'clock. Then we got fed up so we went back to bed at home and in the morning the police turned us out and said we must go till the explosive bombs were cleared. So we made arrangements and went. Then at midday we found out they had taken them away. A few of our windows are out and covered with tar paper, so I can't hardly tell night from day. But we are glad to be back. Well, that is all about those raids. I know I am greedy talking all about us here. . . .

The Germans shelled us again. One fell about 50 yd. from the Boys' School and killed several people playing football. The weather here is terribly cold. A girl I know—her father was killed by a shell last week and her mother couldn't stop crying for a long while. It was a terrible shock. There isn't much news this week. . . .

We had a shell just at the top of the steps and our window frame was blown out. Four people were killed and one injured. They dropped quite a lot of bombs and 16 people were killed in different places in the market. Where I work the shop got bombed down but no one was hurt. We have just opened another shop in the street. It is very nice and cozy. Up where my brother Mickey goes to school, they dropped two bombs and [they] haven't gone off yet. The children haven't got to go to school. The bombs weigh 1,000 lb. each. They dropped in a lady's back garden. My aunt walked out of her house and was killed right on the head. I didn't like her very much.



"But I can wear them with anything!"

Fur-frivolous, but panty-practical. For she chooses Munsingwear* panties...and that means quality renowned plus a price tag you can sing about! Of finest rayon, knit by master knitters. Wash and wear like a charm... with a fit that's eternally yours. In styles for all of you. At better stores everywhere.

Munsingwear, Inc. • Minneapolis • New York • Chicago • Los Angeles

MUNSINGWEAR *Underlovelies*[†]

*REG. U.S. PAT. OFF.

Fit That Lasts!

†TRADE MARK

UNDERWEAR, SLEEPING AND LOUNGING WEAR, FOUNDATION GARMENTS AND HOSIERY

Dover Bombings (continued)



On the double-quick, Pamela, June and Lorna run for shelter into the deep caves belonging to the Christ Church schoolchildren. Actual air-raid warning was in progress.

SCANNING THE SKY FROM THE DOVER CLIFFS THE GIRLS LOOK ACROSS THE





Familiar streets present an unfamiliar appearance to the girls as they are halted by danger signs. Traffic has been temporarily diverted and street closed to pedestrians.

CHANNEL, LAUGHINGLY EXPRESS A DESIRE TO SEE A GOOD EXCITING "DOGFIGHT"



For Distinguished Services

HONOURS OF The Royal Horse Guards

In nearly two centuries of glorious campaigning . . . from Dettingen, in 1743, to France and Flanders, in 1914-18 . . . the Standard of the Royal Horse Guards has been decorated with Twenty-one Battle Honours for Distinguished Service.

HONOURS OF Dewar's "White Label"

Award of the World's Columbian Exposition, Chicago, 1892 . . . one of more than 60 medals honouring Dewar's White Label for Excellence in Scotch Whisky



At the call to Scotch maneuvers, the order of the day—and night—is DEWAR'S *White Label* and soda . . . the highball of the highlands. Veterans salute this gallant campaigner for its more than 60 citations for distinguished service. Command DEWAR'S *White Label*, Medal Scotch of the World, and be . . . at ease!

COMMAND DEWAR'S...AND BE "AT EASE"

White Label
8 years old



Victoria Vat
12 years old
also known as
Ne Plus Ultra

FULL-COLOR REPRINTS
EDITION NO. 4 NOW
READY—Includes 6 new 9
x 12 full-color officer prints,
without advertising, suitable
for framing. Sent upon re-
ceipt of 25¢. Schenley Im-
port Corp., N.Y. C., Dept. Y.

Dewar's "White Label"

The Medal SCOTCH of the World



Both 86.8 Proof • BLENDED SCOTCH WHISKY
Copyright 1942, Schenley Import Corporation, New York.



COTTON GETS TOP FASHION RATING AS WAR MAKES IT ONLY AMPLE U. S. FABRIC

If the U. S. public escapes the unpleasantness of having its clothing rationed, it can thank King Cotton. With imports of wool, flax and linen curtailed, with much rayon being diverted, with silk unavailable and nylon limited, the burden of clothing civilians may eventually fall on cotton.

Fortunately the U.S. can grow plenty of cotton. It has asked farmers to plant their full allotment of 27,400,000 acres this year. Last year mills consumed an all-time

high of 5,207,200,000 lb. of cotton fiber. This year the figure will be higher, as mills expect to produce more than 12,000,000,000 yd. of cotton textiles. Of this, the Government promises to reserve enough for minimum civilian clothing needs.

Fashion has sensibly stepped on the cotton bandwagon, has produced high-style clothes from such heavy-duty fabrics as unbleached muslins, percales (used for dress, left) and candlewick bedspreads (skirt at right).

CONTINUED ON PAGE 51

TREET YOUR TUMMY
to Tasty Treet...the
super-elegant meat. All
juicy pork shoulder and
tender, flavorful ham!



**TREET YOURSELF TO
LEISURE.** Hasty Treet
does the hustling for you!
Just open the can...
and dinner's ready!



**TREET YOUR BUDGET,
TOO!** Thrifty Treet's all
pure meat... no bone
or waste. 4 Big
servings in every tin!



COPYRIGHT 1942, ARMOUR AND COMPANY, CHICAGO

Scrumptious eating! This ready-cooked meat
is a big Vitamin B bargain

Discover this tastier meal-in-a-minute meat—
Armour's Treet!...Try the thrifty recipe below
—wonderfully rich in meat's health values!

FINDING it hard to satisfy a hungry family
and make both ends meet? Try Treet!

Penny for penny, Treet is one of your
very best buys in meat's vital food values.
Made only of juicy shoulder pork
and tender ham—Treet is all pork—
the richest of all meats in Vitamin B₁
—rich in other B Vitamins, too!

And Treet is a grand source of
food energy... Also provides phos-

phorus and high-quality complete proteins.
Best of all, Treet is tops in flavor, too... So
deliciously different its process is patented!
Get Treet — and try this dinner tonight!

Treet with noodles and cheese sauce—Cook 1½
cups noodles, and drain. Mix in 2 tablespoons
chopped green pepper and one tablespoon
chopped onion cooked in melted butter.
Serve on platter and top with lightly fried
slices of delicious Treet.

For sauce—melt 2 tablespoons butter,
add 2 tablespoons flour, stir in 1 cup
milk till thickened. Season with Wor-
cestershire Sauce and salt. Add ¾ cup
grated Cloverbloom American Cheese
and stir till cheese melts.

(Clip and save this recipe.)



Treat yourself to
**Armour's
Treet**



"Me and my Pop get the
best lunches in town!"



Smart wives use *French's* for tempting, new Lunch-Box foods

HAM AND CHEESE SANDWICHES, spread with plenty of pure, delicious French's Mustard, and a slice of dill pickle on the side—*there's* a combination to make hungry men happy!

More lunch-box tips from Hot Dan: Soften a cup of butter, blend in $\frac{1}{8}$ to $\frac{1}{2}$ cup French's. Keep in refrigerator, use instead of plain butter in meat or cheese sandwiches.



French's gives zip and zest to sandwich fillings

Try egg salad sandwiches with French's added to the mayonnaise. So smooth and creamy it blends perfectly!

To $\frac{3}{4}$ cup drained baked beans add 2 chopped cooked frankfurters, $\frac{1}{4}$ tsp. garlic salt, 1 tsp. French's Mustard. Mix and spread between buttered whole-wheat bread. Hearty and good!

Always use French's—the largest selling prepared mustard in the U. S. A. today!

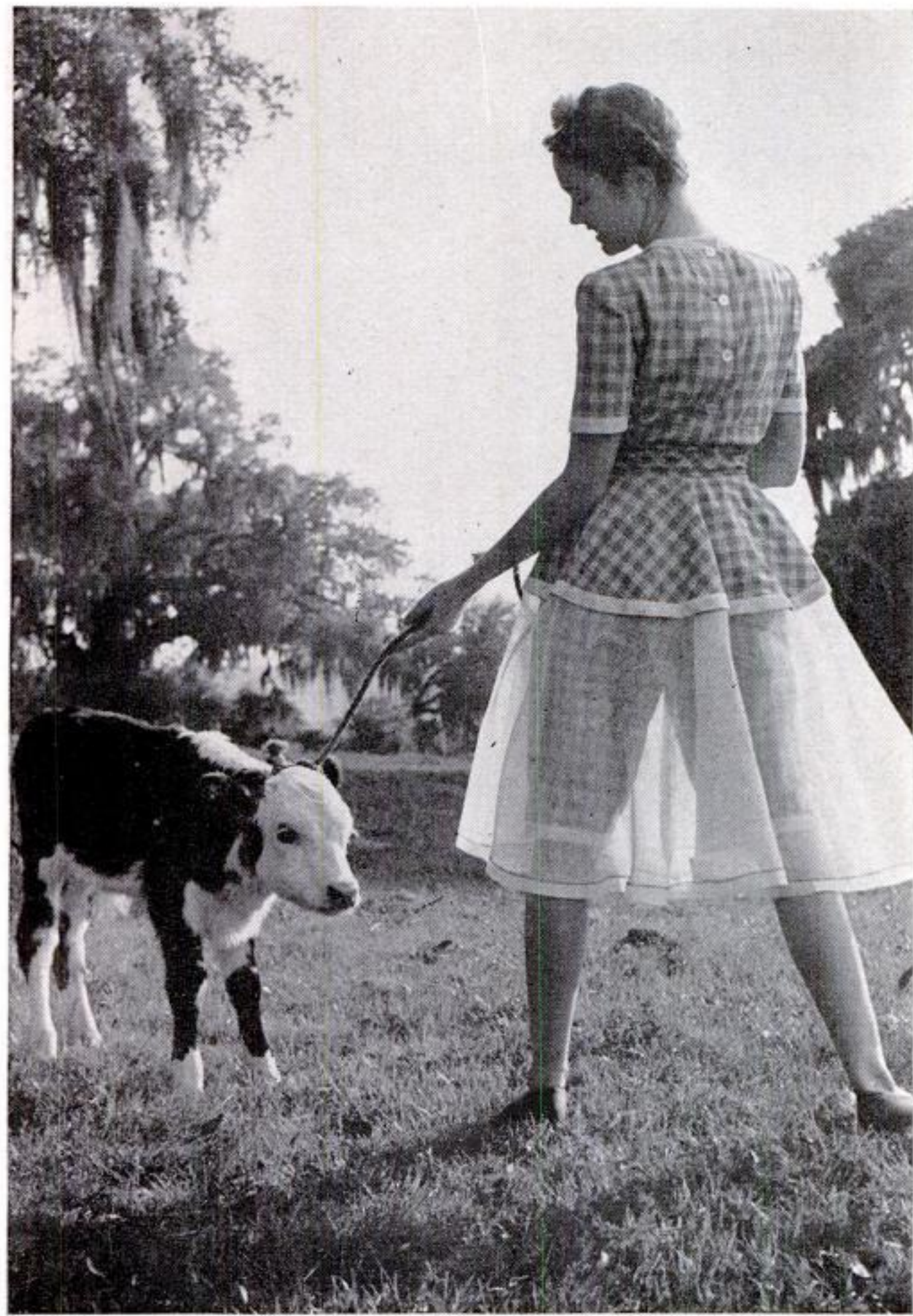


French's brings out all the good meat flavor

THEIR NOONTIME MEALS
MUST BE NUTRITIOUS.
THEY SHOULD ALSO
TASTE DELICIOUS.
THEY **WILL** WITH **FRENCH'S**
DIFFERENT FLAVOR
TO GIVE 'EM LOTS OF
TANG AND SAVOR!



BUY U.S. DEFENSE STAMPS AND SAVINGS BONDS



One-piece gingham overall, cut off at knee, is the practical, workaday part of this outfit. Transparent skirt worn over the overalls however, even has the calf baffled.



Cotton for bathing suits, although inexpensive and plentiful, is used sparingly. Cotton bag of gingham is a handy carryall, uses no metal, pulls together with a drawstring.

A Champion Builder of Sub Chasers

TELLS WHY HE

SPARKS UP WITH SPARKIES!

I LEARNED THIS SECRET!

AVERAGE AMERICANS LACK "MOST MISSING" VITAMINS B₁ and D!

SOMETIMES UNSUSPECTED CAUSE OF FATIGUE, LOST PEP, POOR GROWTH, BAD NERVES!

Boss Welder "Charlie" V. Myer builds Sub Chasers to help protect our shipping. "I want all the energy I can get," he says. "I go for this 'Spark Up' breakfast!"

I SAID TO MY WIFE-"ARE WE GETTING THEM?"

THE IDEA! WE GET A BONUS OF BOTH, EVERY DAY IN SPARKIES!

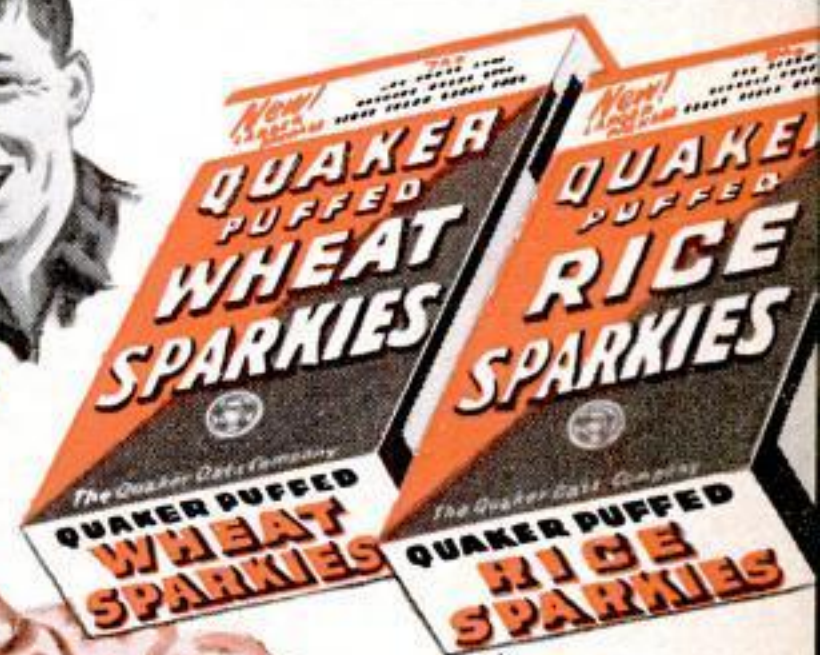
WELL, GEE! THAT'S SWELL!

EVEN US KIDS KNOW THAT WE GOTTA HAVE "MOST MISSING" VITAMINS TO GROW!

GET YOUR FAMILY THIS **DELICIOUS** "SPARK UP" BREAKFAST

Sparkies

WHEAT OR RICE



REG. U.S. PAT. OFF.



... the coolest, most durable, and most expensive summer leather!

IF YOU went into the shoe business, and wanted to make the finest white buckskin shoes in the world, you'd soon learn that it's impossible to buy better Genuine White Buck (one of the most expensive of all leathers) than Regal uses!

The same is true of Genuine Shell Cordovan, and many other types of fine leather. But *high quality* is only one part of Regal's amazing value story. Slow, careful workmanship is another. Most Regal workers have been at their benches for twenty years or more, and skilled craftsmanship is second nature to them. What's

more, Regal Shoes *remain on the last* long enough to give them permanent shape and style.

Regal value is made possible by Regal's unswerving policy: (1) The complete output of the Regal factories is sold direct to you through Regal Stores* exclusively. (2) We buy for cash, sell for cash, and pass the savings on to you. (3) One high quality — one low price — Boston to Hollywood, just \$6.60 for every pair. (4) *The finest shoe-fitting service in the world.* Stop in and see for yourself.

WRITE FOR FREE ILLUSTRATED STYLE FOLDER

REGAL SHOES

FACTORIES AND MAIL ORDER DEPARTMENT AT WHITMAN, MASSACHUSETTS

Style No. 4912, one of the 26 Regal styles featuring Genuine White Buckskin



*81 REGAL-OWNED RETAIL STORES IN

Atlanta; Baltimore; Birmingham; Boston (4); Brooklyn (8); Buffalo; Cambridge; Chicago (3); Cincinnati; Cleveland; Detroit (7); Hartford; Hollywood; Houston; Jersey City (2); Kansas City; Los Angeles (2); Milwaukee; Newark; New Haven; New York (30 stores in Greater New York); Norfolk; Oakland; Paterson, New Jersey; Philadelphia (4); Pittsburgh; Portland, Oregon; Providence; Richmond; Rochester; St. Louis; San Francisco (2); Seattle; Springfield, Mass.; Syracuse; Tacoma; Utica; Washington (2); Worcester.



ON ONE OF FEW CALM SEAS THIS NORTH ATLANTIC CONVOY AT SUNSET WAS PHOTOGRAPHED FOR LIFE. IT TYPIFIES THE LONELY, MENACING GRANDEUR THAT INSPIRED TOM LEA

TOM LEA PAINTS NORTH ATLANTIC PATROL

When LIFE assigned Tom Lea to paint the North Atlantic Patrol last winter, he left his home town of El Paso, Texas, with high zeal. For Lea's heritage has made him a top painter of pioneer life. His father was mayor of El Paso. His cousin was Homer Lea, an American general in the Chinese Army, whose book, *The Valor Of Ignorance*, is now winning belated honors because in 1909 it predicted Japan's war on the U. S. In the North Atlantic, Lea smelled a resurgence of pioneer spirit and he wanted to see it in action.

From Boston Lea sailed on a destroyer to a North Atlantic base. There he circulated through a number of ships in the Atlantic support force, including patrol bombers of the air arm. While he was at sea the Axis declared war on the U. S., although Axis submarines had long been preying on U. S. sea lanes. To an artist from the sand flats of West Texas, the great gray ships and bleak fog-bound coasts were extremely impressive, but Lea was most stirred by the courage of U. S. seamen who carried on jobs "when the owl's hoot was plainly audible from the other side of hell." From sketches made at sea, Lea completed his paintings in Texas. For their sympathy and accurate detail LIFE presents them here as an outstanding record of World War II.

Returning home after three weeks on a sister ship of the *Reuben James*, Lea summed up his warm regard for this destroyer of the U. S. Navy in these words: "Back in port I turned and saw my old lady for the last time. The dented, salt-crusts pipes, the rusty wounds of her old iron body, every tired detail of her indomitable old self were glorious beyond words. And strangely, the little, short, choppy salute I made to her was a self-conscious, sorry, small symbol of the humblest homage and fiercest pride I had ever known."



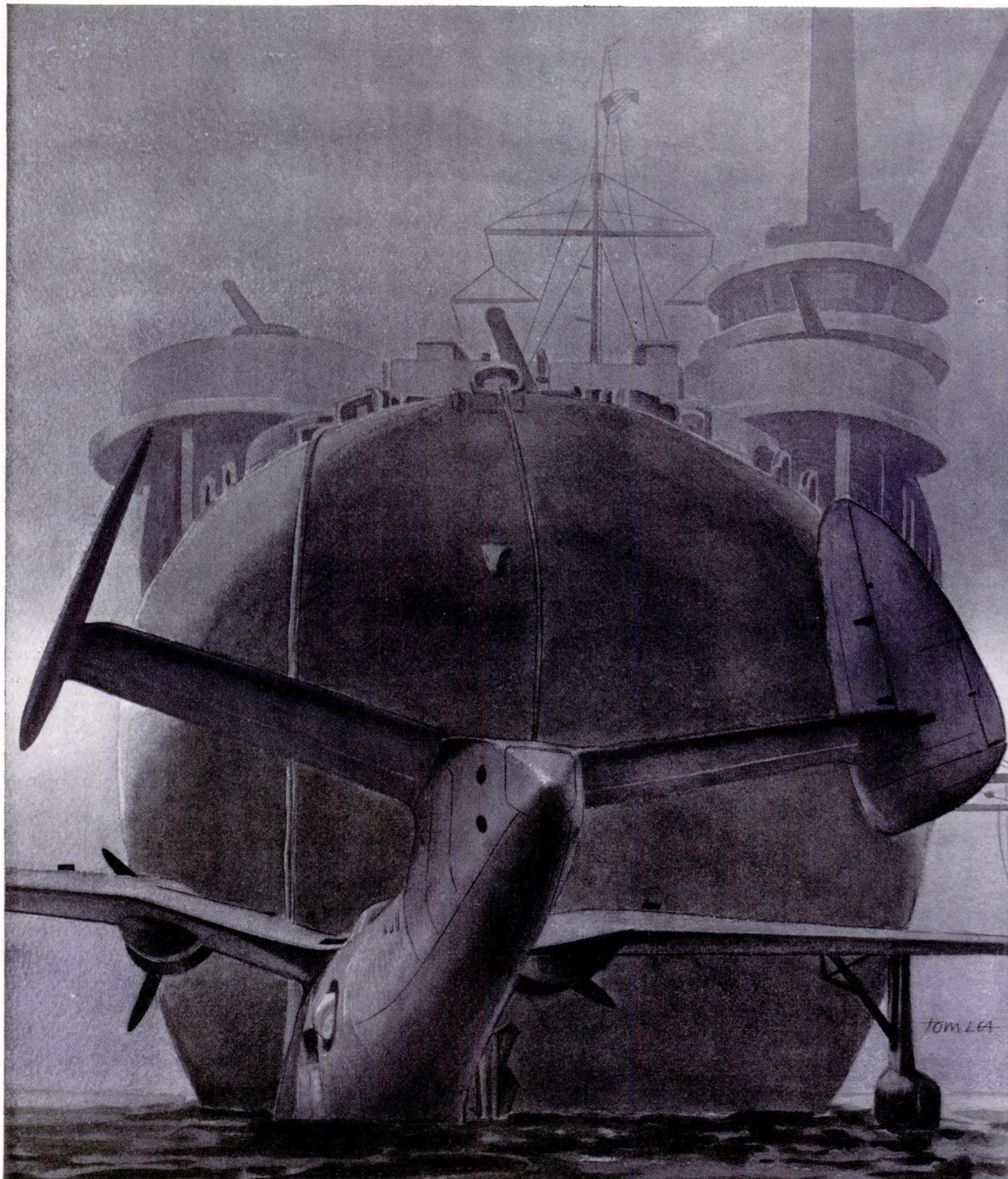
LEA, 34, FINISHES UP "COXSWAIN" IN EL PASO WHERE HE LIVES WITH WIFE AND SON

NORTH ATLANTIC PATROL (continued)

THIS BASE IS FOR SEAPLANES

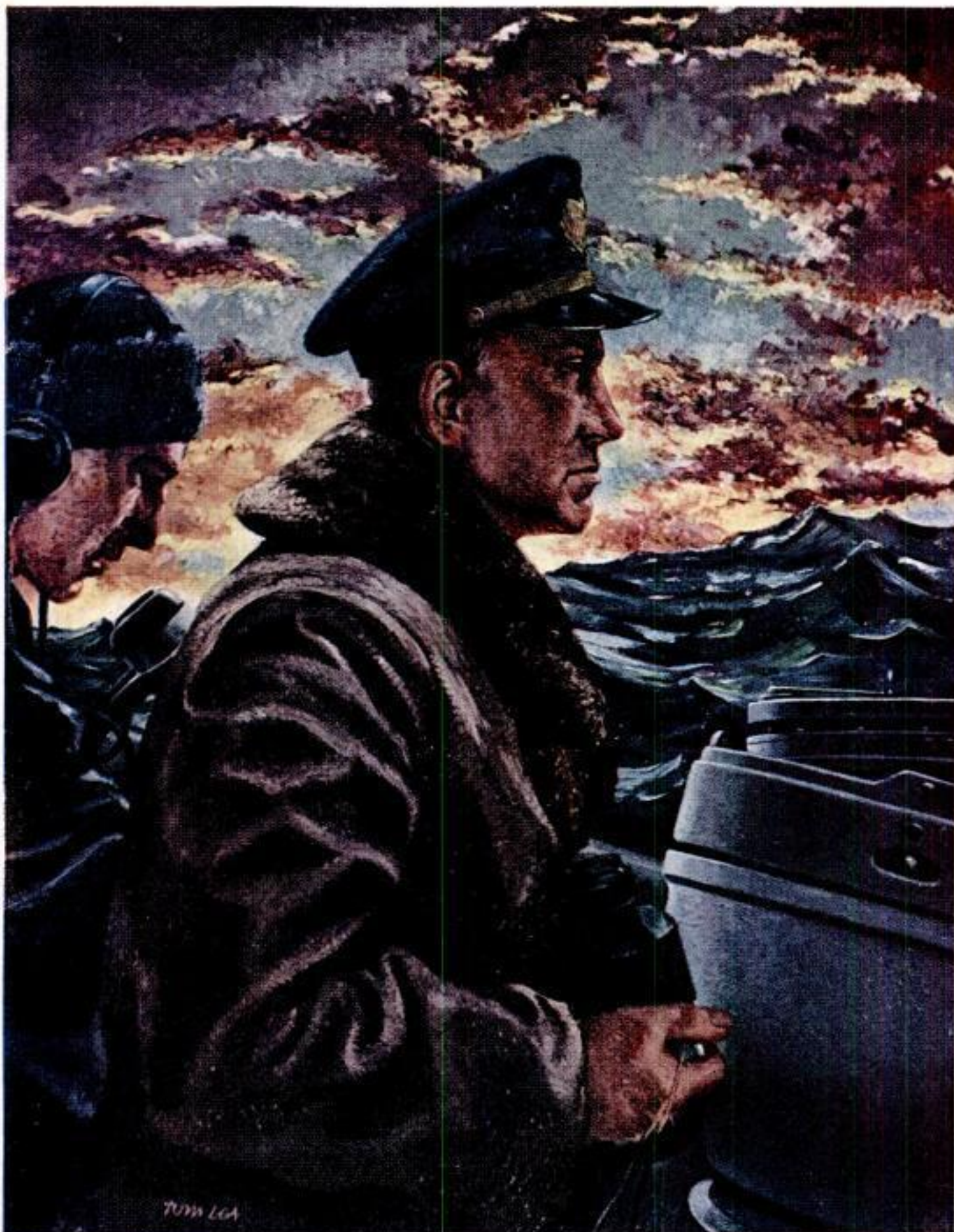
For three days Tom Lea lived on this tender which guards the planes that guard the savage Arctic Coast. Also from this base go forth bombers, escorting convoys far out to sea, ushering them home again, spilling their depth bombs wherever they spot a submarine. Viewed here from her hindside, the tender looms big

and protective but from the sky she is only a speck, hardly visible at all. In the vast Northern wasteland she is like an unseen Intelligence guiding with her radio the lives of men. Out of the strange shapes of this boat and bomber—shapes beveled by wind and water—Tom Lea has created his most dynamic composition.



Martin patrol bomber nuzzles under the stern of a heavily armed tender, hungry for gasoline which is fed from the fuel line hanging at portside. Equipped as a repair and machine shop, this tender also serves as an arsenal, as a meteorological station for weather reports and pro-

vides living quarters for flying officers. Big bombers are hoisted on deck for repairs by the derrick at right, and a complement of smaller planes is housed up forward. During the long winter the North Atlantic is always at freezing point, spray turns instantly to stinging ice.



"Tin Can Skipper" shows a lieutenant commander standing on bridge of destroyer, holding stopwatch to time firing of depth charges at regular intervals. "Talker" stands at left, relaying command by phone to man at "Y" gun (below). Time is sun-up when submarines prowl.



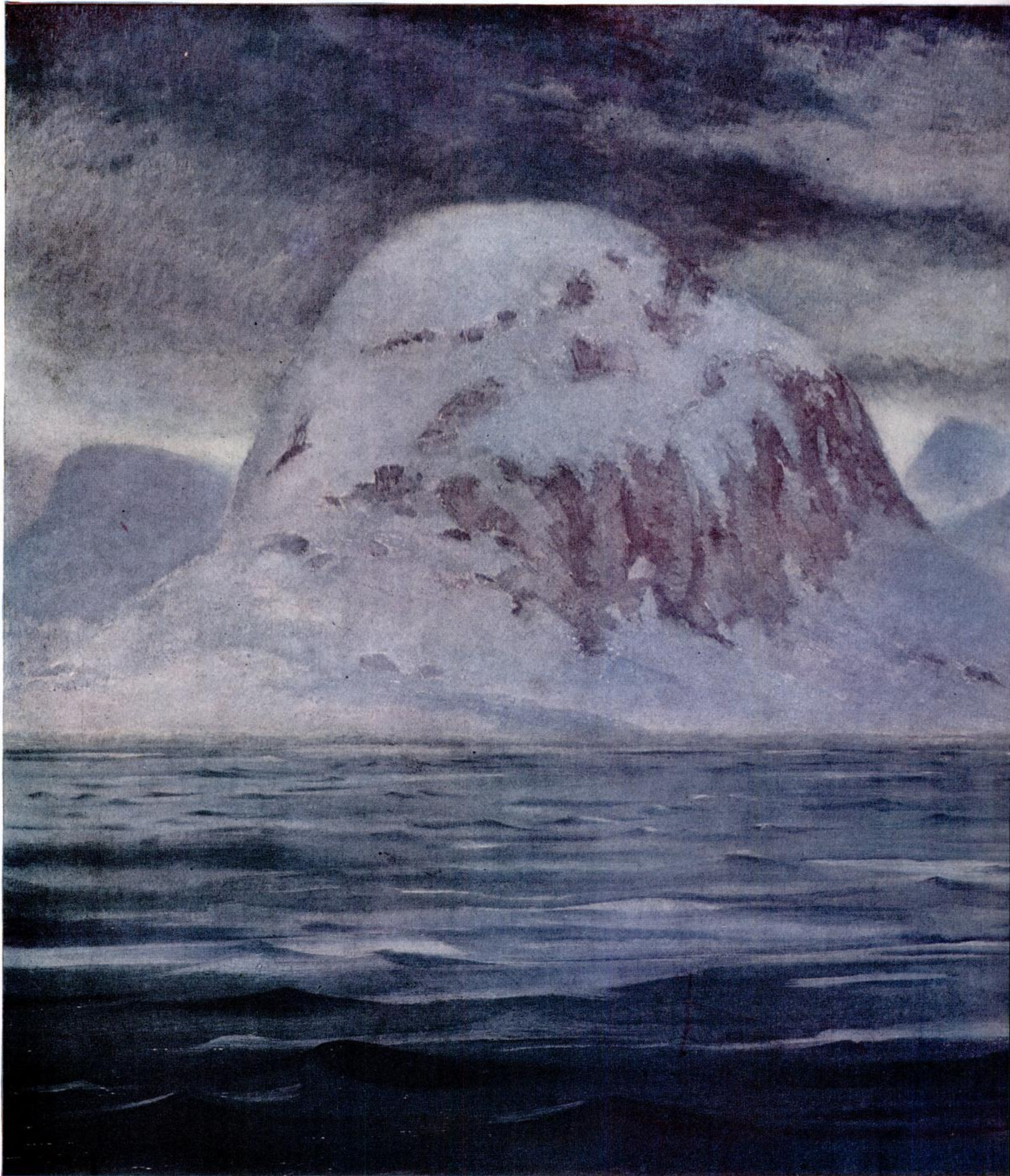
"Lookout On Flying Bridge" is portrait of a first-class seaman, masked and muffled against brutal arctic wind and spray. Perched high above destroyer, his job is to spot danger on the sea and in the air. Notice the handle bars to grip when his roost pitches like a bucking bronco.



"Tossing The Cans" shows how destroyer sinks submarines by firing depth charges from a "Y" gun in stern. Says Lea: "This is the deadly gray scorpion tail of a destroyer at work." After submarine is contacted by a sound device, its position is estimated and reached with

high speed. Then commands are phoned from bridge to "talker" (center) and two lethal cans are shot simultaneously to form a crushing pattern of explosion in the depths below. Meanwhile seamen prepare new cans to be fired, all moving together in one great ritual of death.

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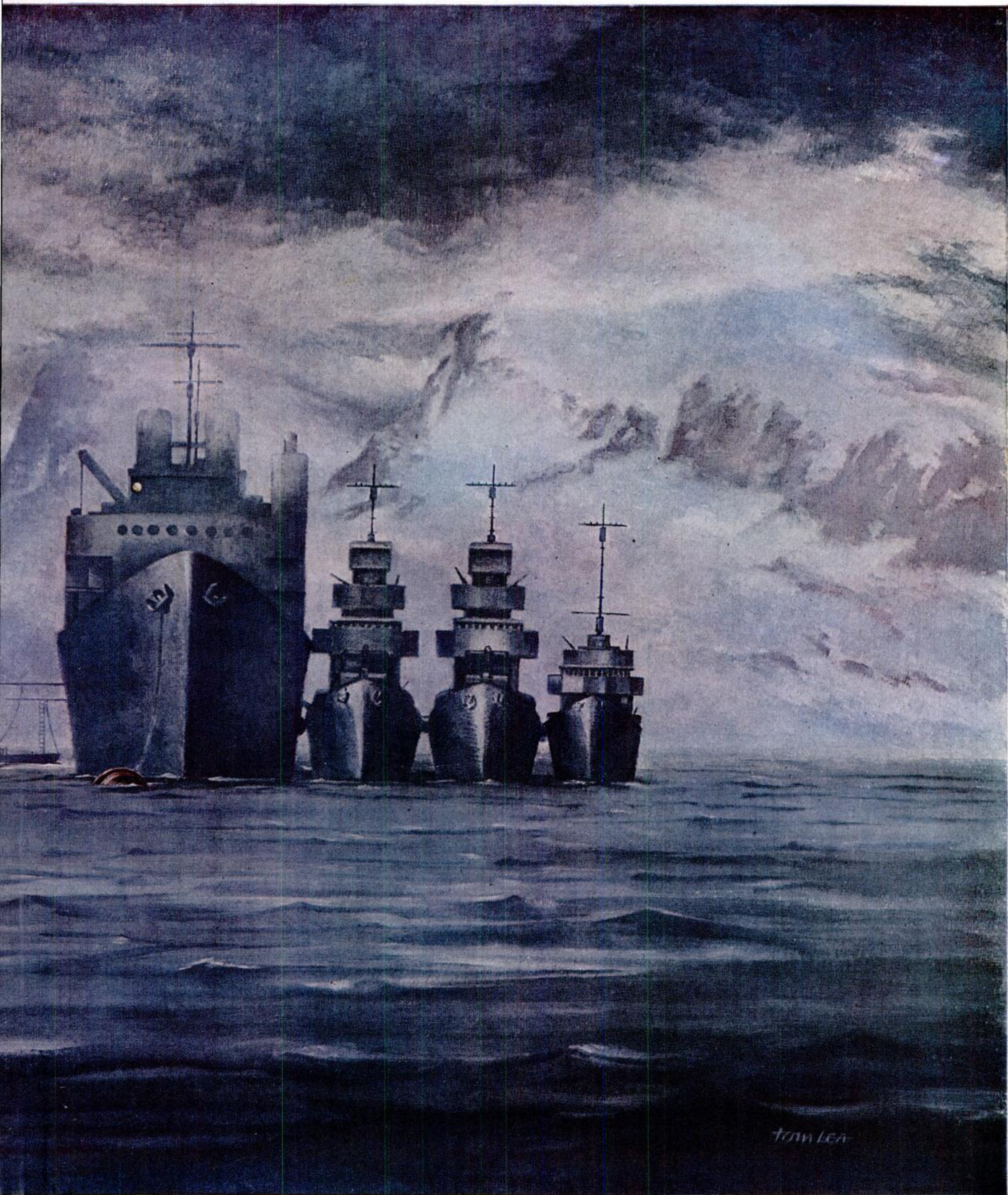
THIS BAY IS A DESTROYER BASE

Out of a gray icy dawn, this is what Artist Tom Lea saw as he first approached this far northern base in a little motor launch. His own ship had anchored two miles away in a storm the night before.

Like a fierce mother with three children sits the big supply ship, blinking a message to the newcomers

with her high starboard light. Lower to starboard project the booms to which are tied the motor launches that scurry around the anchorage.

Hugging the big ship's portside are two new-style destroyers and one old four-stacker from World War I. In every sense the big ship is their haven. She con-



tains wonderful machine shops for maintenance and repair of destroyers. She ministers to their need, whether it is for more ammunition, or medical supplies or coffee. In close communication with the Fleet, she is a center of news—news for men's cheer and safety. After a few hours at her sheltering side,

ships leave her with renewed vigor to transact their deadly business on the winter sea.

With the bleak mountainous land, sailors have little to do. The perpetual wind and perpetual clouds seem part of this land. Here there is practically no vegetation, and a brackish slime covers everything.

By contrast the ocean seems clean and fresh, though from the warmer currents of the Gulf Stream it takes on a milky, vaporous look. Only the big rounded mountain at left calls for much attention. Because it is the one feminine form in this cold place, sailors refer to it often and intimately as Mae West.

CONTINUED ON NEXT PAGE

NORTH ATLANTIC PATROL (continued)



"Hittin' The Sack," in Tom Lea's own words, "shows crew's quarters on a destroyer where the boys have just come off watch to flop into their sacks for two or three hours of nerveless dead forgetfulness before they go out again into the icy tension of the midwatch. Maybe the

petty officer in oilskins has come in to raise hell about something in the last watch. Red is taking on a bowl of jomoke (coffee) and shootin' the breeze about a blonde in Newport, while Smitty and Mazelli below are already dead Indians in a dreamland no breeze disturbs."



"Hell in the Wheelhouse" shows darkened bridge of destroyer in enemy waters. Hurricane seas have smashed windows and tarpaulin is rigged up to protect quartermaster at wheel from ice-forming spray that hits him in the face at every wave. Shivering at his side is offi-

cer of the watch, who wears a knitted helmet from the last war dug up by his sister from somewhere. Together they steer a course with only the eerie glow of gyro and compass indicators to comfort them in what Lea calls "the kicking, black, howling malignity of the long night."

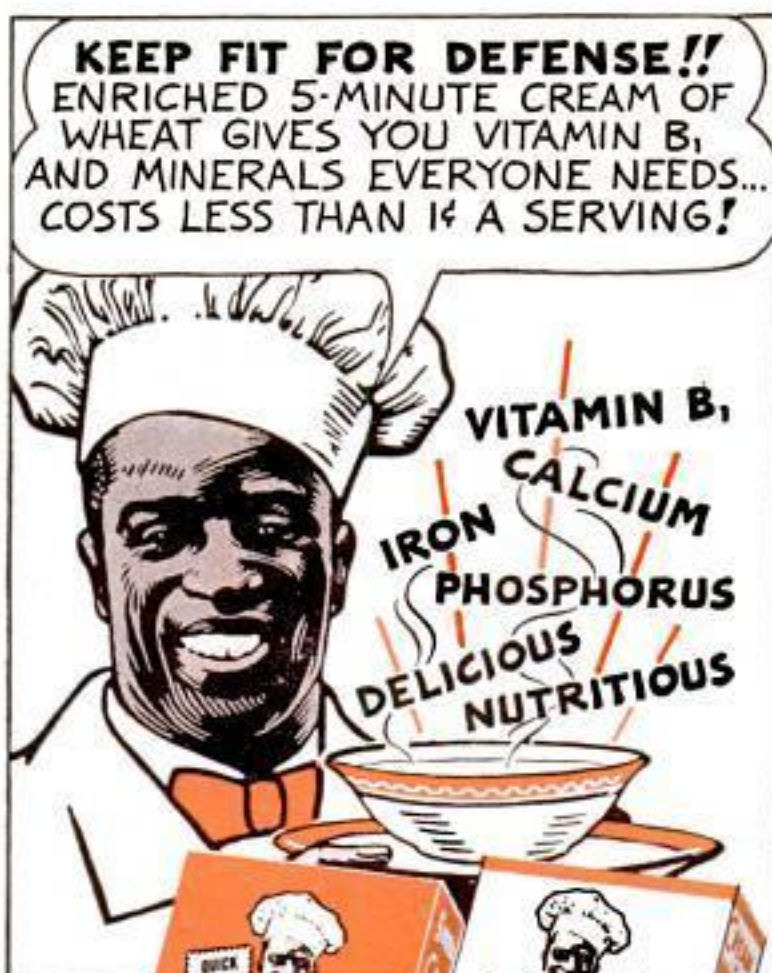
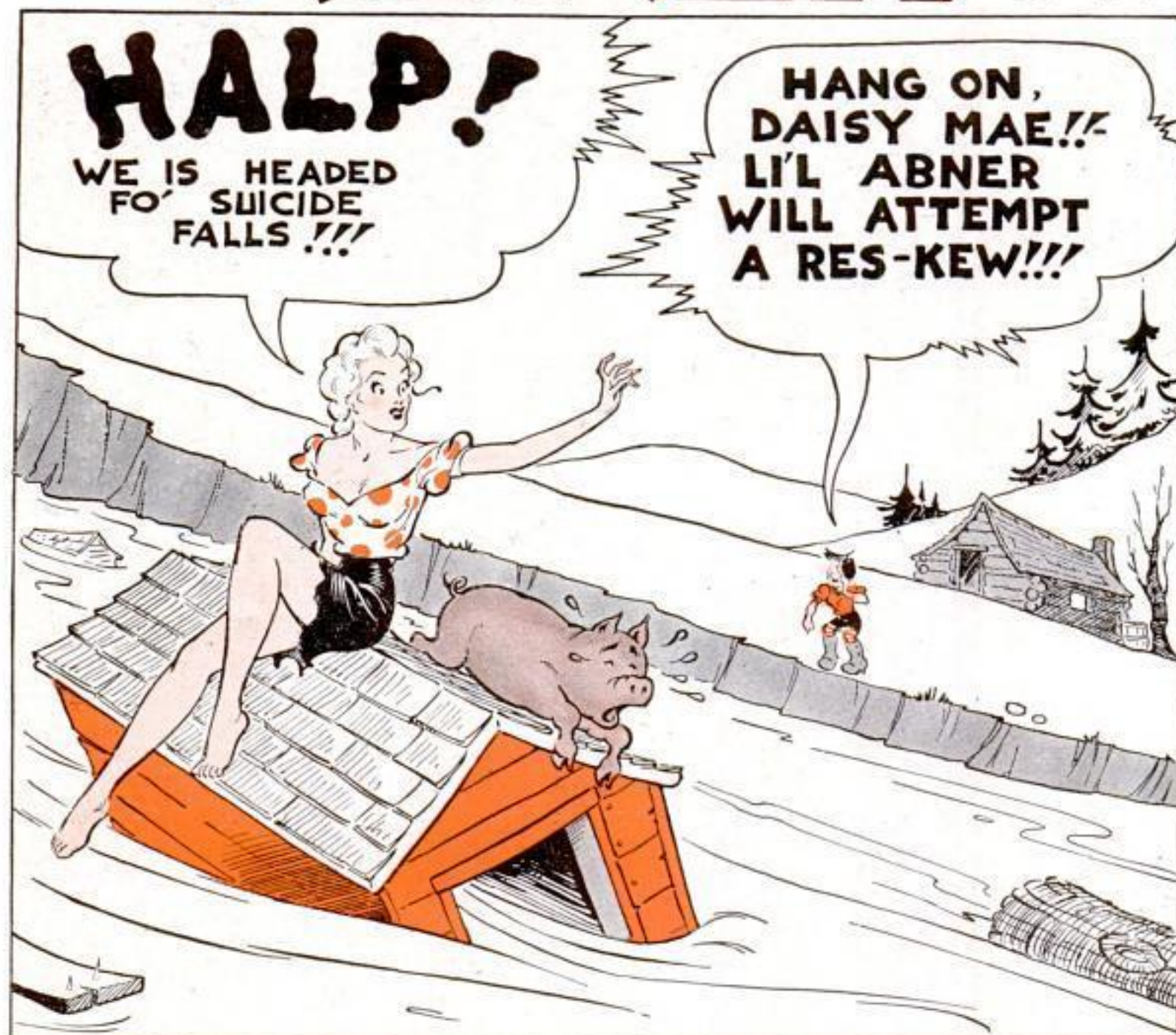


"Below Decks" shows ship at same cyclonic moment as the wheelhouse scene at top of page. Officers are trying to relax in chairs lashed to tables. Lieutenant commander yells up to bridge while the speaking tube leaks water. With cigar in mouth, another officer is looking at girlie

pictures in magazine during moment of relaxation before going to chart room to deal with new course due to hurricane. Meanwhile mess attendant balances coffee which is served properly in cup and saucer in spite of rough sea because officers' quarters must always be up to snuff.

LI'L ABNER by AL CAPP

Reg. U. S. Pat. Off.



Copr. 1942, United Feature Syndicate, Inc.

"Enriched 5 MINUTE" and "REGULAR"
CREAM OF WHEAT
DELICIOUS-NUTRITIOUS



NORTH ATLANTIC PATROL (continued) THE MEN OF THE SEA

A favorite word among men of the North Atlantic Patrol is "rugged." To call a man rugged is highest praise, and to be rugged is every man's pride. As Navy men mean it, rugged stands not only for physical courage, but for character and spirit. It means you won't crack up under the toughest punishment the U. S. Navy has to offer.

Destroyers such as took Tom Lea to the North Atlantic frequently stay at sea three weeks or longer. The standard four-hour watch is a grim test of endurance against flying ice, 80-mile gales and the arctic cold. Eating, sleeping and other duties are sandwiched into the alternate four-hour shifts below. There is never a moment without danger from mines, submarines, and the sea itself. So men find their only security in themselves and their leaders. Sailors say, "I like a strict officer," and compliment their captain by saying, "Yeah, the Old Man is always the same."

In his fine flinty portraits (right) Tom Lea shows the look of men who have almost seen beyond the grave. Says Lea, "There is a vast conceit in the sea's brotherhood—because these men have shared a lesson apart from the rest of man. In general, the lesson is that God is greater than man, yet man can strive with and sometimes defeat God's forces, so that he can be arrogant and selfless. At the far end of physical tension there opens a new dimension, a new self—a self so close to being non-existent that it brings a new vision of existence."



"Coxswain," says Lea, "is a symbolical portrait of all the rugged guys." Standing on stern of launch, he holds bell signal to the engineer in left hand and tiller in right.



"The Bosun," says Lea, "is about as gentle as an acetylene torch. I never saw him go to bed—he was on deck at all watches, giving everybody hell—but almost motherly."



"Chief Gunner's Mate," says Lea, "is opposite from the bosun (*top of page*). He deals with technicalities of guns instead of with people. Laconic, speaks in quiet voice."



"Chief Electrician's Mate," says Lea, "never says a word. Eyes show fatigue, also terrific alertness. Every light on the ship depends on his skill in keeping juice running."



Unpleasant Breath gets its traveling papers when you pop a PEP-O-MINT into your mouth. Carry these breath-taking LIFE SAVERS at all times.



There's enjoyment for 60 minutes...one hour...one-twenty-fourth of a day in every pack of delicious FIVE FLAVOR LIFE SAVERS! Time it yourself.



Between Old Malls, Philip Luckfields—or whatever cigarette it is you smoke—you'll find PEP-O-MINTS a pleasant and tasty mouth-freshener.



Everybody's breath offends sometimes after eating, drinking, or smoking. Let LIFE SAVERS save yours. Choice of 11 delicious mint and fruit flavors. Sold everywhere. 5¢.

A BISHOP IS CONSECRATED

Long Island diocese gets new head



THIS IS SEAL OF DIOCESE

Under the glooming Gothic arches of the Cathedral of the Incarnation in Garden City, L. I., the white-gowned candidate advanced, flanked by his presenting bishops: "Reverend Father in God, we present unto you this godly and well-learned man, to be ordained and consecrated bishop."

Clerical and secular witnesses rose to testify that the candidate was duly elected and acceptable to them. The candidate affirmed his persuasion that he was truly called to his new office. Presiding Bishop Tucker and 14 attending bishops stacked their hands upon his head (*see left*). Thus did Kansas-born James Pernette De Wolfe become, on May 1, the fourth Bishop of Long Island and a ranking dignitary of the U. S. Episcopal Church. His diocese includes 92,000 communicants, 182 churches, is topped only by the domains of the Bishops of New York, Pennsylvania and Massachusetts.

The solemn ceremony of his consecration, which is shown on these pages, marks an ecclesiastical eminence to which 47-year-old Dr. De Wolfe has risen steadily in the decade since he received his D.D. from Kenyon College, Ohio. He worked quietly but constructively in Midwestern parishes before coming, two years ago, to New York as Dean of the Cathedral of St. John the Divine. One of the ablest young men in the Episcopal ministry, he has the added asset of a pleasant baritone voice that can fill a large church without shouting. He was elected to the bishopric in February and subsequently appeared in *Who's Who* for the first time. Sometimes sniped at by low churchmen for having Anglo-catholic tendencies, he aims conscientiously at the middle of the road, preaches and practices that the clergy's prime duties are 1) administration of the Sacraments and preaching of the Gospel, 2) pastoral administration, 3) just plain ministration.

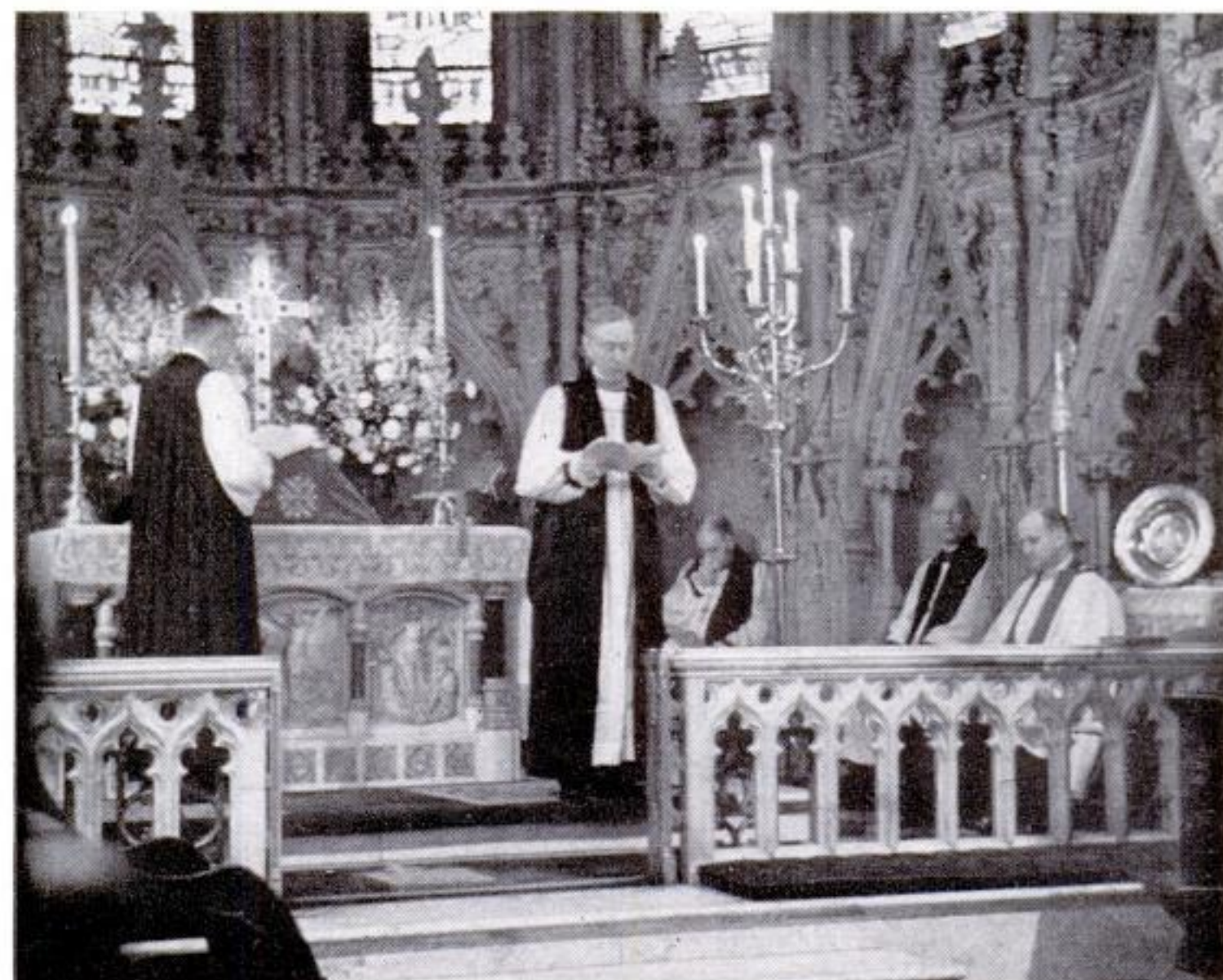


A new bishop is made: Dr. De Wolfe kneels on inlaid stone seal of Long Island diocese (*inset, upper right*), as bishops lay their

hands on his head. Bishop Tucker intones: "Receive the Holy Ghost for the office and work of a bishop in the church of God."



At start of ceremony, which followed form of communion service, bishop-elect sits between attending presbyters, the Rev. F. Shaner of Sioux City, Iowa, and the Rev. G. Barnes of Redlands, Calif.



Consecrating Bishop Henry St. George Tucker, head of U.S. Protestant Episcopal Church, celebrates Holy Communion at altar as Bishop B. M. Washburn of Newark reads the epistle.

CONTINUED ON PAGE 65

They Pledged Their Everlasting Love

WITH A Lane Cedar Hope Chest

Designed to hold fragile wisps of dreams until those dreams come true, Lane, the glorified modern hope chest, is the foundation of a future home. As the only tested aroma-tight cedar chest in the world, Lane provides guaranteed moth protection—backed by a free moth insurance policy written by one of the world's largest insurance companies. See the latest Lane Cedar Hope Chests now at your Lane dealer's.

A MILLION MAIDENS
YEARN FOR THIS
ROMANTIC LOVE
GIFT

LANE Spring Special

No. 48-2030. A conservative modern design in beautiful matched American Walnut wood. Hand-rubbed and polished finish. Equipped with Lane Patented Automatic Tray. A special value at . . .

\$29⁷⁵

Slightly higher in west and Canada due to higher freight costs

Think what an ideal gift LANE is for
Graduation, Engagements, Weddings, Birthdays, Confirmation

Only Lane Gives All These Moth Protection Features

1. The only tested aroma-tight cedar chest in the world.
2. Not mere gadgets, but patented precision-adjusted, aroma-tight features which guarantee moth protection.
3. Built of 3/4-inch aromatic red cedar in accordance with U.S. Government recommendations.
4. New waterproof Lane-welded Veneers will not peel.
5. Chemically treated interiors even aroma flow and prevent stickiness.
6. Free moth insurance policy written by one of the world's largest insurance companies.

The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels Ltd., Hanover, Ont.
Also makers of Virginia Maid Cedar Chests without Lane's exclusive features.

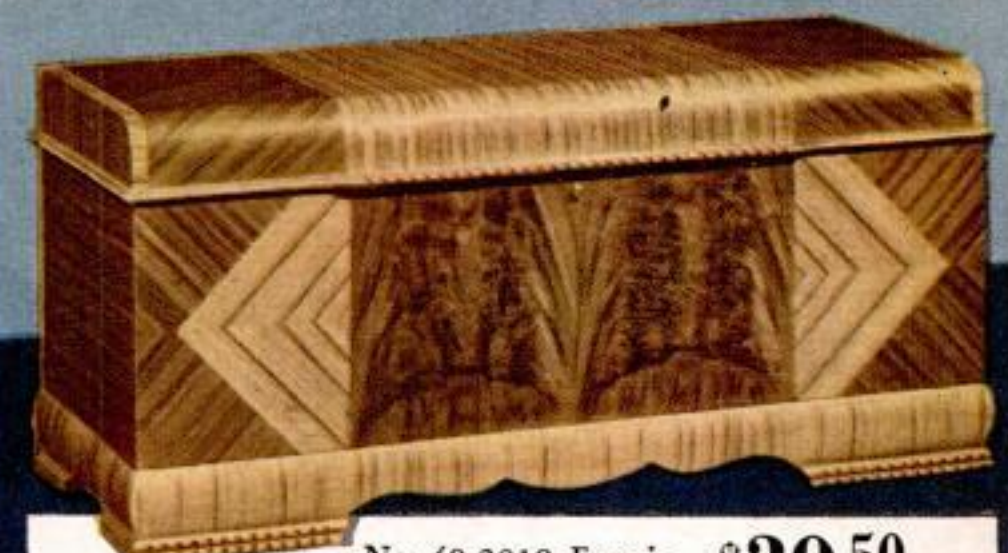
LANE Cedar HOPE CHEST

The Gift That Starts the Home



The new
LANE
CEDA-DROR
(Aroma-tight)
A Decorator's
Delight!

No. 38-2021. The "Jefferson." A superb 18th Century design with 3 roomy aroma-tight drawers. Also in Walnut, Maple, and New Guinea. The only aroma-tight all-drawer chest in the world! Remember any chest must be aroma-tight to be a moth killer.



No. 48-2018. Exquisitely matched American Walnut crotch center panel, flanked by matched New Guinea wood and Walnut. Automatic Tray.
\$39⁵⁰
Slightly higher in west and Canada due to higher freight costs

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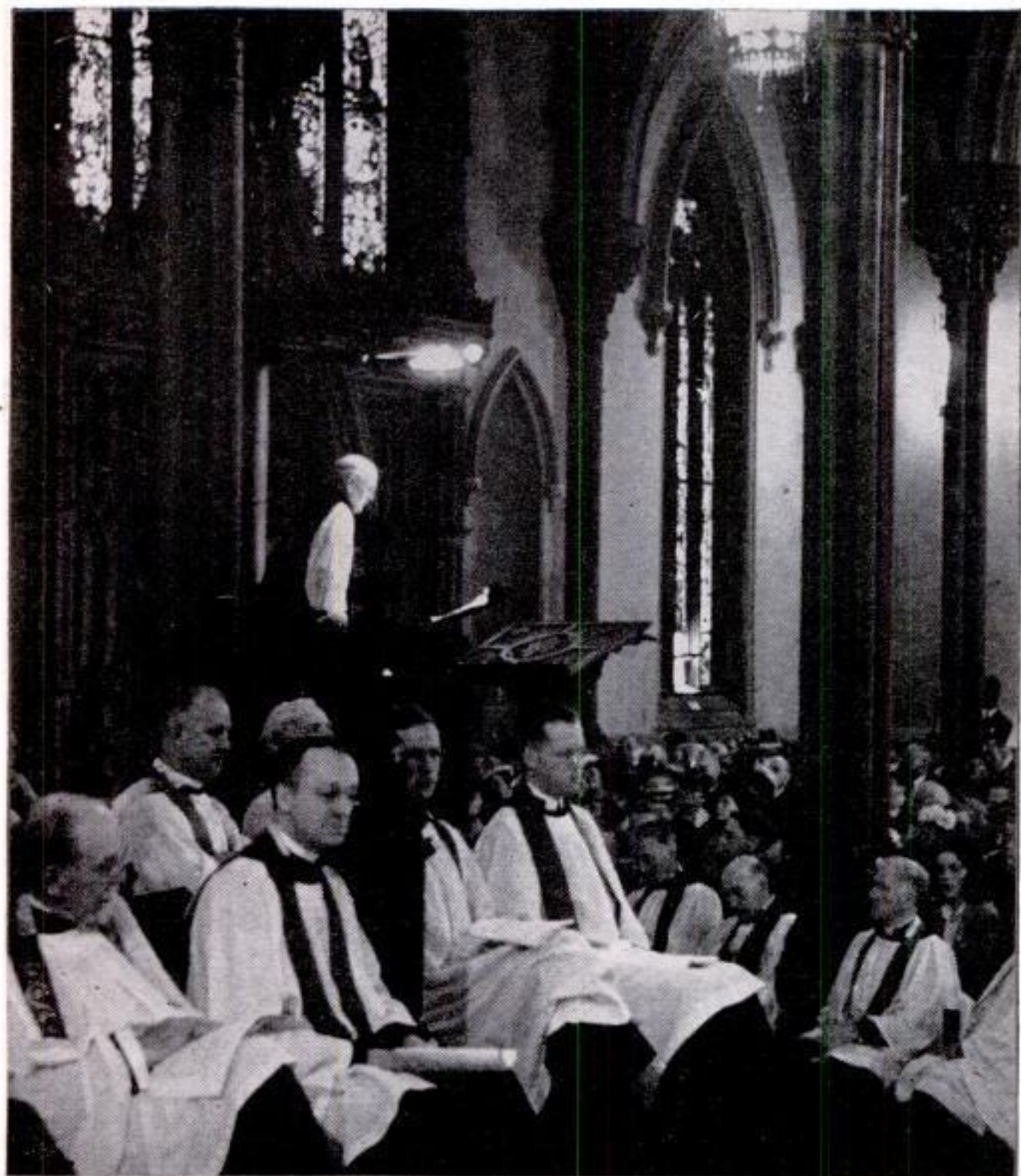


Perfection of MILDNESS

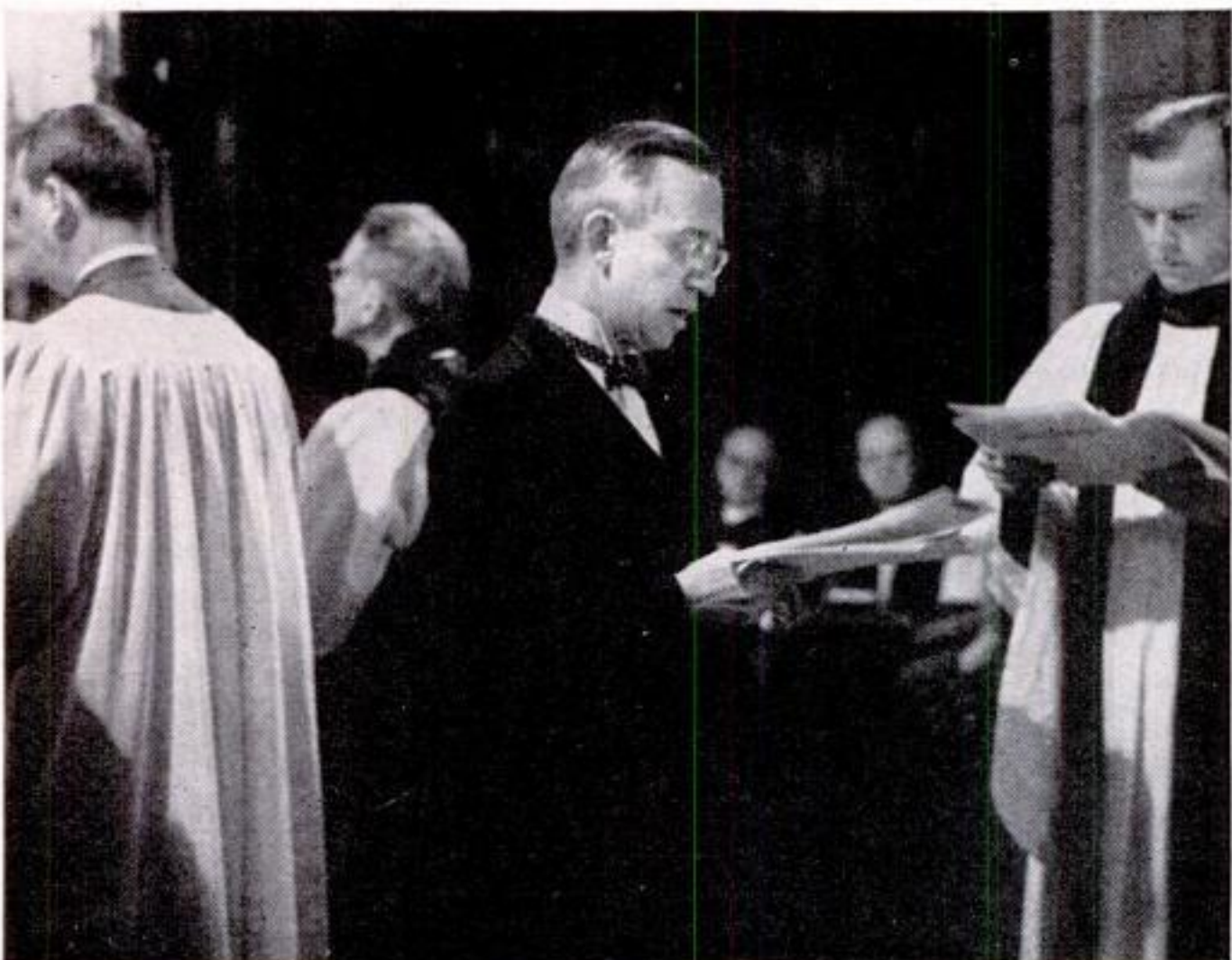
SUPERB BLEND OF SURPASSING DELICACY AND APPEALING FLAVOR

86.8 PROOF 70% GRAIN NEUTRAL SPIRITS • A COMPANION BLEND: COBB'S CREEK PREFERRED

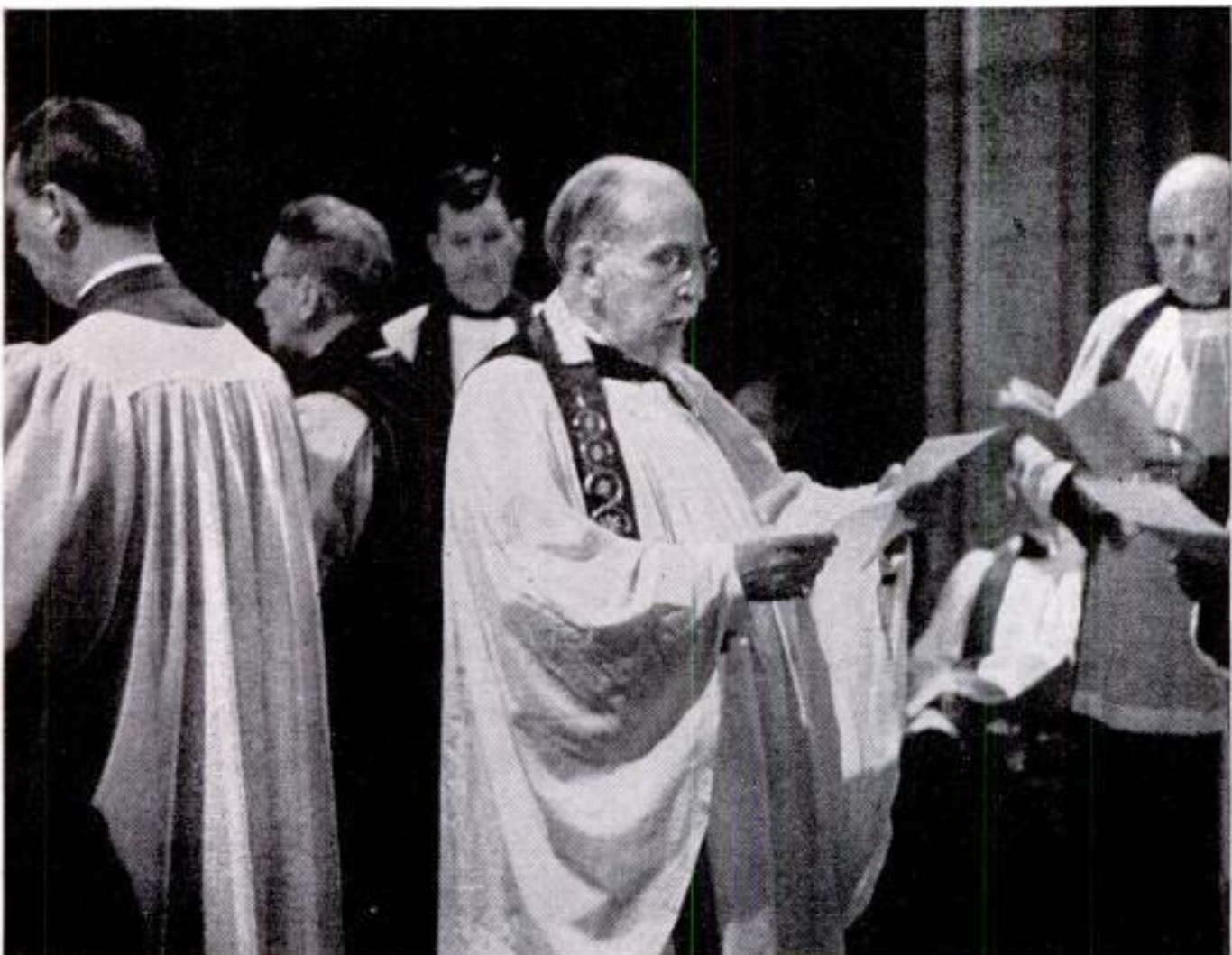
INVEST IN VICTORY ...— BUY U. S. DEFENSE BONDS AND STAMPS



Sermon is preached by the Rt. Rev. Harry Moore, Bishop of Dallas, after celebration of Holy Communion and before Dr. De Wolfe comes forward with presenting bishops.



Canonical testimonial is read aloud by Jackson A. Dykman, chancellor of diocese. He is Brooklyn attorney (Cullen & Dykman) who is legal advisor for bishop and church.



Consents of Standing Committees are read by the Rev. J. Clarence Jones, senior priest of the diocese. In this and above picture, Dr. De Wolfe stands at left facing the altar.

CONTINUED ON NEXT PAGE



HAVE YOU HEARD FRAZIER HUNT'S first-hand reports on men and events in the news of the day? This noted news analyst and roving reporter is heard on the G-E Radio News Program broadcast every Tuesday, Thursday and Saturday evening on the Columbia and the American (FM) Networks.

How to Make Your Radio Last Longer



NO MORE RADIOS!

Remember—there aren't going to be any more radios built until after the war. So take good care of the one you have.

YOU depend a lot on your radio today. Here's what you can do to help prolong its life!



Is your radio near a radiator? That's not the best place for it! Too much heat may warp the cabinet—may dry out the electrical insulation—may shorten the life of the set.



Is your radio located near a window? Then—move it before you forget. An open window—a sudden shower—and the cabinet may be damaged or the electrical insulation may be short-circuited.



You shouldn't try to clean out the back of your radio with a piece of cloth! You may jar loose the tubes or disturb the electrical wiring. Dust won't harm your radio! If you wish to clean it—blow out the dust with your vacuum cleaner.



Young children ought not to operate the radio-phonograph. They may damage the player mechanism or put it out of adjustment. Load the records for them and avoid trouble.



Ask the General Electric Radio service man to inspect your radio regularly. A periodic "check-up and tune-up" is sure to prolong its life and keep it at peak performance.

WHEN YOUR RADIO NEEDS NEW TUBES

ASK FOR



Electronic
RADIO TUBES

FAMOUS FOR LONG LIFE AND FINE RECEPTION

The General Electric Radio is another product of G-E Electronic Research

GENERAL ELECTRIC

ALL SMOKERS INHALE—

**BUT YOUR THROAT
NEEDN'T KNOW IT!**

The thing to think about is—*what cigarette* you smoke . . . and inhale.

Look at the *difference* below. It was found and reported by eminent doctors who com-
pared the leading favorite cigarettes:

**SMOKE OF THE FOUR OTHER LEADING
POPULAR BRANDS AVERAGED MORE
THAN THREE TIMES AS IRRITATING—AND
THEIR IRRITATION LASTED MORE THAN
FIVE TIMES AS LONG—AS THE STRIKINGLY
CONTRASTED PHILIP MORRIS!**

No finer tobaccos grow than those in PHILIP MORRIS. But—in *addition*—PHILIP MORRIS give you this exclusive, *proved protection!* No worry about throat irritation — even when you inhale.



**REAL PROTECTION
ADDED TO
FINER PLEASURE!**

CALL FOR PHILIP MORRIS

America's Finest Cigarette

Consecration (continued)



Bishop Tucker, flanked by co-consecrators Bishop Manning (left) and Bishop Stires (right), stands before bishop-elect to require of him promise of conformity to church.



"I do promise conformity and obedience to the doctrine, discipline and worship of the Protestant Episcopal Church," responds Dr. De Wolfe, turning to face congregation.



After examination, Dr. De Wolfe moved aside to don bishop's black chimer. The young man in white robe (foreground) is son Phillip, medical student who acted as crucifer.

CONTINUED ON PAGE 68

THINGS YOU NEVER KNEW ABOUT A STATLER

IF YOU WERE to express a desire to see what makes the wheels go round in one of the great Statler Hotels, we'd be glad to oblige.

And, after we'd shown you the main kitchens, the bakeries, the pastry shops, the ice cream plant, the butcher shops, the store rooms, the wine cellars . . .

And the laundry for hotel linens, the laundry for guests' clothing, the dry cleaning and pressing shop . . . and the carpenter shop, the electrician's shop, the machine shop, the power room, the paint shop, the upholstery shops . . .

And the housekeeping department, the employees' dining rooms, the radio control room, and the other departments . . .

After you'd seen these you'd probably say, "Why, a Statler's organized just like a miniature city!"

★ ★ ★

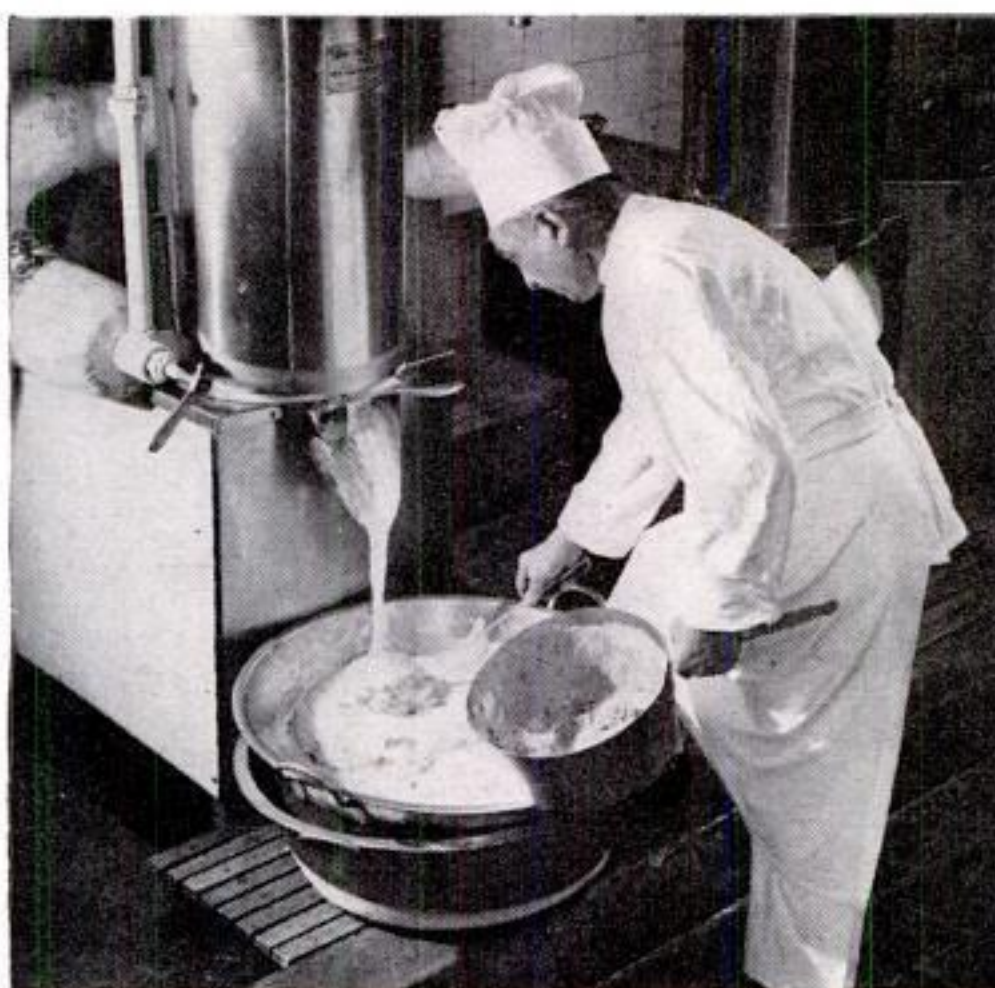
And so it is—an orderly hustle and bustle of highly trained specialists, all working so that you may enjoy Statler's comfortable rooms, delicious meals, and quiet, efficient service—at truly moderate rates. Try a Statler Hotel on your next trip!



THE GREAT STATLER KITCHENS, combined, can turn out enough delicious meals to feed a city of 12,000 people! But more important than size, is the *quality* of Statler food. Above is a charcoal grill—where your steak is broiled to sizzling, juicy tenderness over hickory charcoal embers. Vegetables are cooked in *small* quantities.



THIS LAUNDRY—with its capacity of 4000 pieces daily—turns out beautiful work for the guests in one Statler Hotel . . . day or night. A separate laundry in each hotel handles only the Statler's own bed linens, table linens, and other house linens—perhaps as many as 40,000 pieces in a single day.



REMEMBER? . . . how you used to get the dasher to lick after you'd turned the freezer for Sunday dinner ice cream? Yum! Every Statler makes its own ice cream, too, using heavy country cream, sugar, the finest of fruits and flavors—and *nothing else!* And we bake our own delicious rolls, breads, pastries.



NAME YOUR WINE—chances are, a Statler wine cellar can produce it! In addition to imports, Statlers are especially proud of their selections of *American* wines and champagnes . . . now more popular than ever. More than 34 kinds of liquors, too—each one served to perfection. What a difference *that* makes!



WHAT'S THIS? Even a carpenter shop in the Statler Hotels? You bet! Before a piece of furniture can get that dull, dingy look, it gets a beauty treatment by a group of experts . . . another reason why, at a Statler, *there's nothing old-fashioned but the hospitality!*

NOTHING OLD-FASHIONED
BUT THE HOSPITALITY

Statler Hotels

STATLER OPERATED

For one For two

HOTEL PENNSYLVANIA . \$3.85 . \$5.50

NEW YORK

HOTEL WILLIAM PENN . \$3.85 . \$5.50

PITTSBURGH

HOTELS STATLER IN

For one For two

BOSTON \$3.85 . \$5.50

BUFFALO \$3.30 . \$5.50

CLEVELAND \$3.30 . \$4.95

DETROIT \$3.30 . \$5.50

ST. LOUIS \$2.75 . \$4.50

WASHINGTON, D. C. (Now Building)

Rates begin at prices shown

★ BUY UNITED STATES WAR BONDS NOW! ★

HOW PAULETTE GODDARD BECAME A BARD (you know, a poet!)

Co-starred in CECIL B. DE MILLE'S
"REAP THE WILD WIND"
a Paramount Picture in Technicolor



It happens at Paramount during the shooting of Miss Goddard's Technicolor picture, "Reap the Wild Wind." I walk right up when she's taking a breather and say, "Good day, Miss Goddard. . . How about a quick-up?"

"Why not?" she says.
(Boy, is she beautiful!)



Quick as a flash I'm back with the nation's leading colas in paper cups marked X, Y, Z. "Would you mind trying all three, please, Miss Goddard?" I say.

"I'd be glad to," says Miss Goddard.



She tastes them all. Then suddenly she shouts, "Why, this one is lots better! What is it?"

I see it's the cup marked X. "Royal Crown Cola," I say proudly.



Then it happened . . . Miss Goddard became a bard! Says she:

"Royal Crown Cola,
My favorite will be!
The whole year 'round—
'Cause it tastes best, you see."

► Royal Crown Cola's good taste will inspire you, too. Remember, it's voted "Best by Taste-Test" by over 50 Hollywood stars and in 5 out of 6 group taste-tests. Not 1 but 2 full glasses, 5¢.

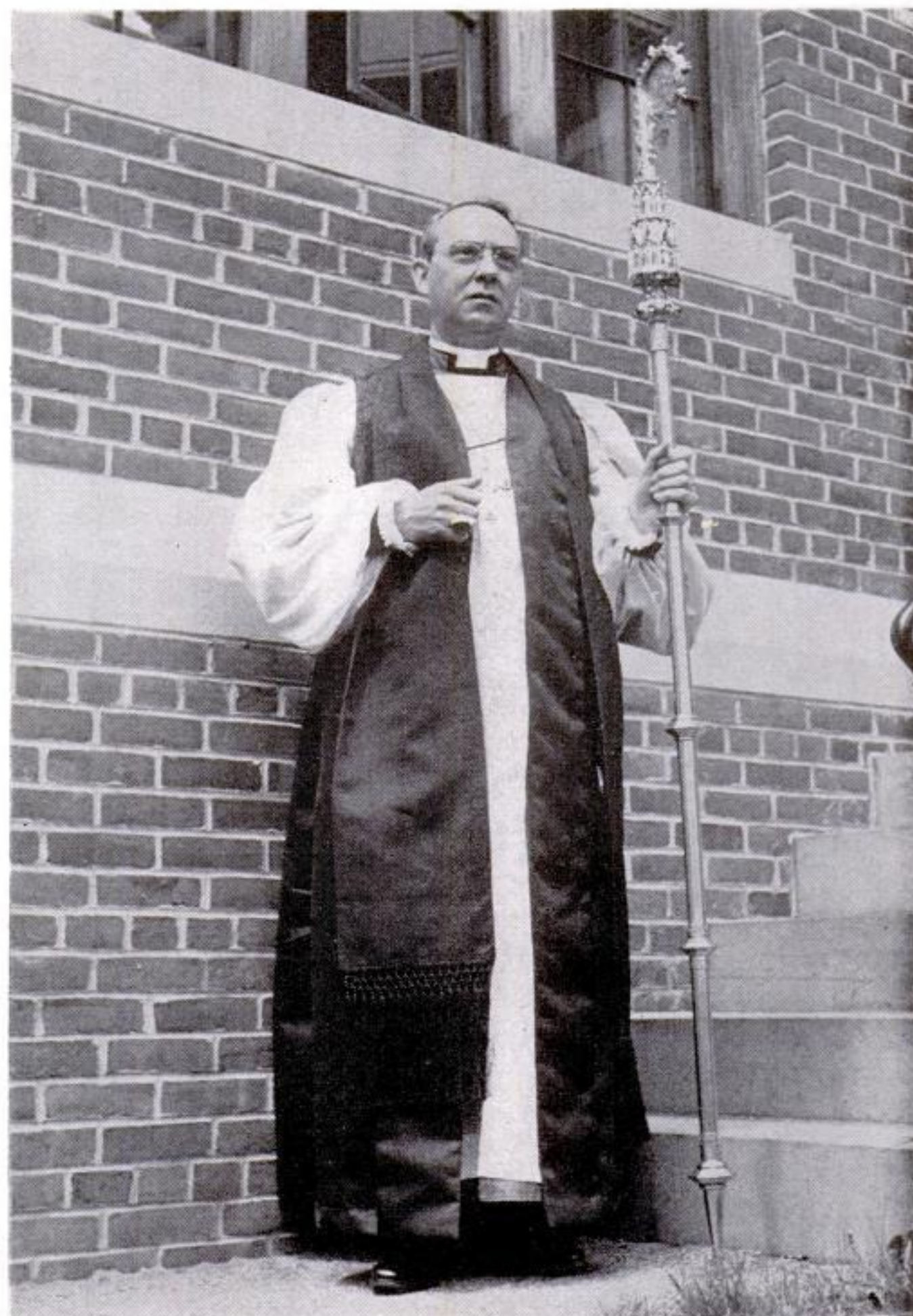


TAKE TIME OUT FOR A "QUICK-UP" WITH
ROYAL CROWN COLA

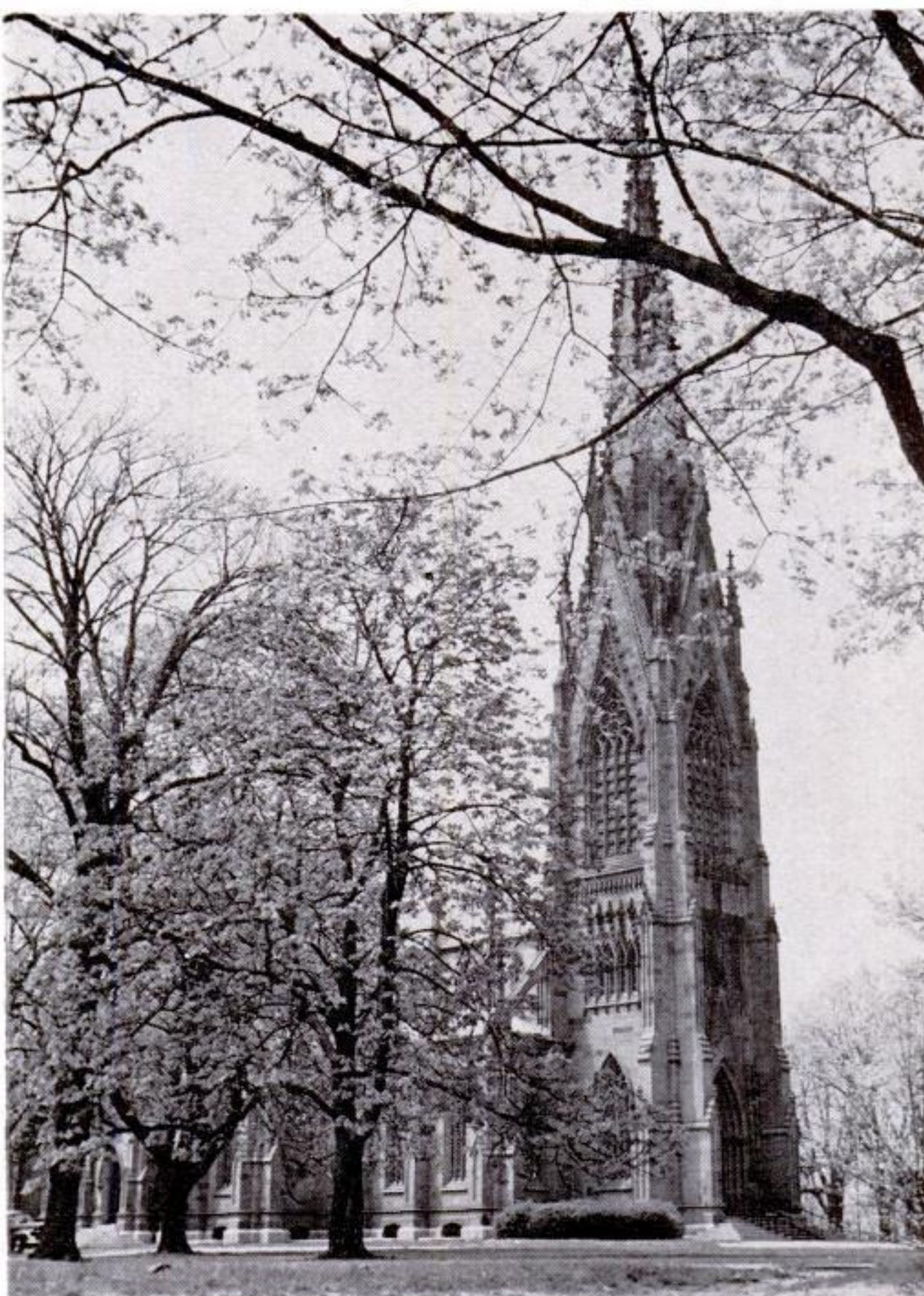
REG. U. S. PAT. OFF.

Best by Taste-Test!

Consecration (continued)



Newly consecrated Bishop De Wolfe leaves the Cathedral House in full vestments: white rochet, black chimer and scarf, pectoral cross, episcopal ring and golden crozier.



Cathedral of the Incarnation is 60-year-old Gothic edifice built by his widow in memory of Alexander Turney Stewart, known as "the Great Merchant" in the 1860's.

Good and Nutritious

A MAN'S DISH... LIVER SAUSAGE



WHEN our government says, "Eat the Right Foods"—here is certainly one food that has more than ordinary nutritional appeal. That good liver sausage has so many of the nutrients it takes to do the job these critical days—yet it's "right down a man's alley" in flavor.

If there are children in the house—watch them reach for it, too. Keep it in the refrigerator for mealtime or any time. It's a fine way to get away from "the same old thing" in summer meals.

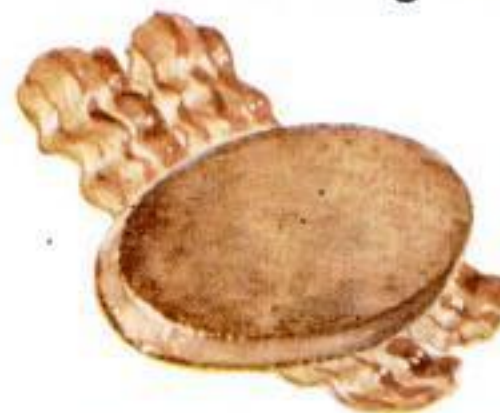
As for nutrition, you know the fine reputation of liver among physicians and nutritionists.

Liver sausage, with its high content of liver, is an especially good source of:

IRON
COPPER
PHOSPHORUS
COMPLETE PROTEINS
B VITAMINS—THIAMINE (B₁), RIBOFLAVIN (G or B₂), and practically all other components of the B group.
VITAMIN A
VITAMIN D

Did you ever see in a single food which we like so much, so many of the essentials which are needed for good nutrition? Remember, these essentials are not stored in the body to

any appreciable extent—they must be supplied daily in the foods you eat. Your meat-man is featuring liver sausage now.



Liver Sausage Hot with Bacon

—Although usually served cold, liver sausage is delicious when served hot. Try with bacon. Brown very slowly on both sides in bacon drippings and serve with bacon on hot platter.

AMERICAN MEAT INSTITUTE, Chicago



THIS SEAL means that all statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

Born Under Fire!

SINCE DUNKIRK, two new bomber types have moved from embryo into action, without waiting to build and test "samples." One, the U. S. Army's Martin B-26—one of the world's deadliest fighting bombers. The other, the slightly smaller Martin *Baltimore* Bomber for Britain—fastest and hardest hitting bomber of its class!

R.A.F. experience under fire wrote the tactical speci-

cations for the *Baltimore*. Martin experience created, from those "what we need" facts, a war plane that, pound for pound, can outbomb, outfight, outfly and outrange any known competitor.

Britain breeds great pilots! In their able hands, Martin *Baltimore* Bombers are helping bear aloft the banners of Freedom . . . through to Victory!

The Glenn L. Martin Company, U. S. A.



REVOLUTIONARY are the new applications of plastics developed by Martin. Plastic noses and gun turrets are standard Martin equipment. Plastic trim tabs are a product of Martin research. Other Martin developments replace precious aluminum with plastics for over 400 Martin aircraft parts.



The Post-War Future will find America, her Allies, all nations, much closer together . . . London a scant few air hours away . . . airliners of 100 tons and more competing with surface ships for world-wide passenger, express and freight traffic. Great technical progress, born of war, makes such developments an inevitable reality.



Martin

AIRCRAFT

Builders of Dependable



Aircraft Since 1909

THE SALMON HATCHES

Spring stirs life in trillions of tiny fish eggs

In summer and fall, the salmon move in from the sea, fight their way up freshwater streams to sheltered backwaters. There the female scoops a hollow in a gravel bed and, in a mighty effort, lays thousands of eggs. The male swims over the eggs and fertilizes them. The female comes back to churn sand and gravel lightly over them.

During the winter, the eggs lie dormant until spring stirs life inside them. These color photographs, taken in a Nova Scotia hatchery, show the development which is taking place now in trillions of salmon eggs lying far up thousands of streams. Almost two-thirds of the eggs laid finally hatch out. Vast numbers of those hatched succumb before maturity to fishy enemies.

For a year or two after being hatched, the growing salmon fry stays up-stream. Then, usually in the spring, it starts out on its journey to the exciting salt ocean. After four to seven years in the sea it turns back full grown to fresh water where it breeds. Pacific salmon die after they have reproduced. Atlantic salmon, however, live to spawn three or four times.



THESE ARE SALMON EGGS, FOUR TIMES LIFE SIZE. LIGHT-COLORED ONES ARE DYING



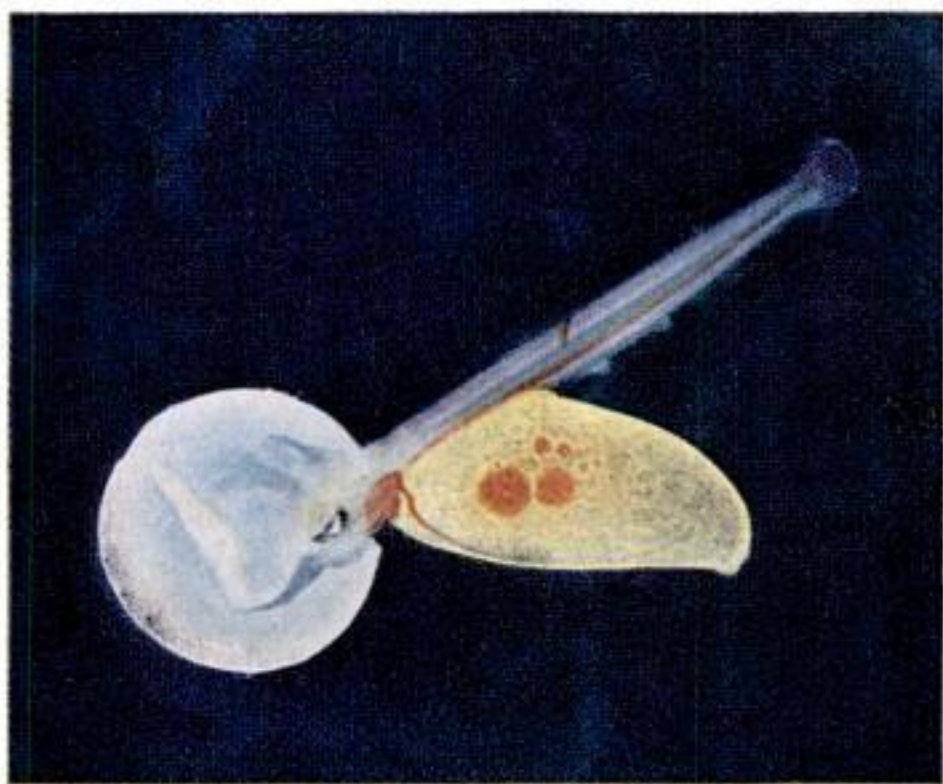
WHITE THREAD IN EGG IS THE BIG-HEADED EMBRYO



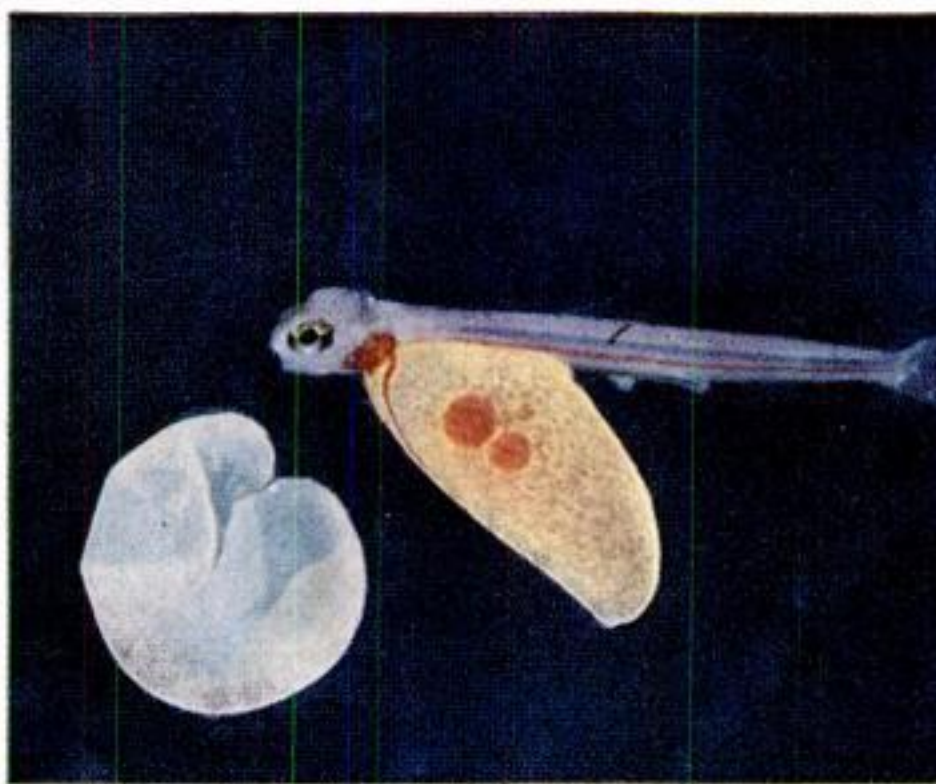
SOON HEAD AND EYES BECOME MORE CLEARLY VISIBLE



WIGGLING EMBRYO FINALLY BREAKS THROUGH THE EGG



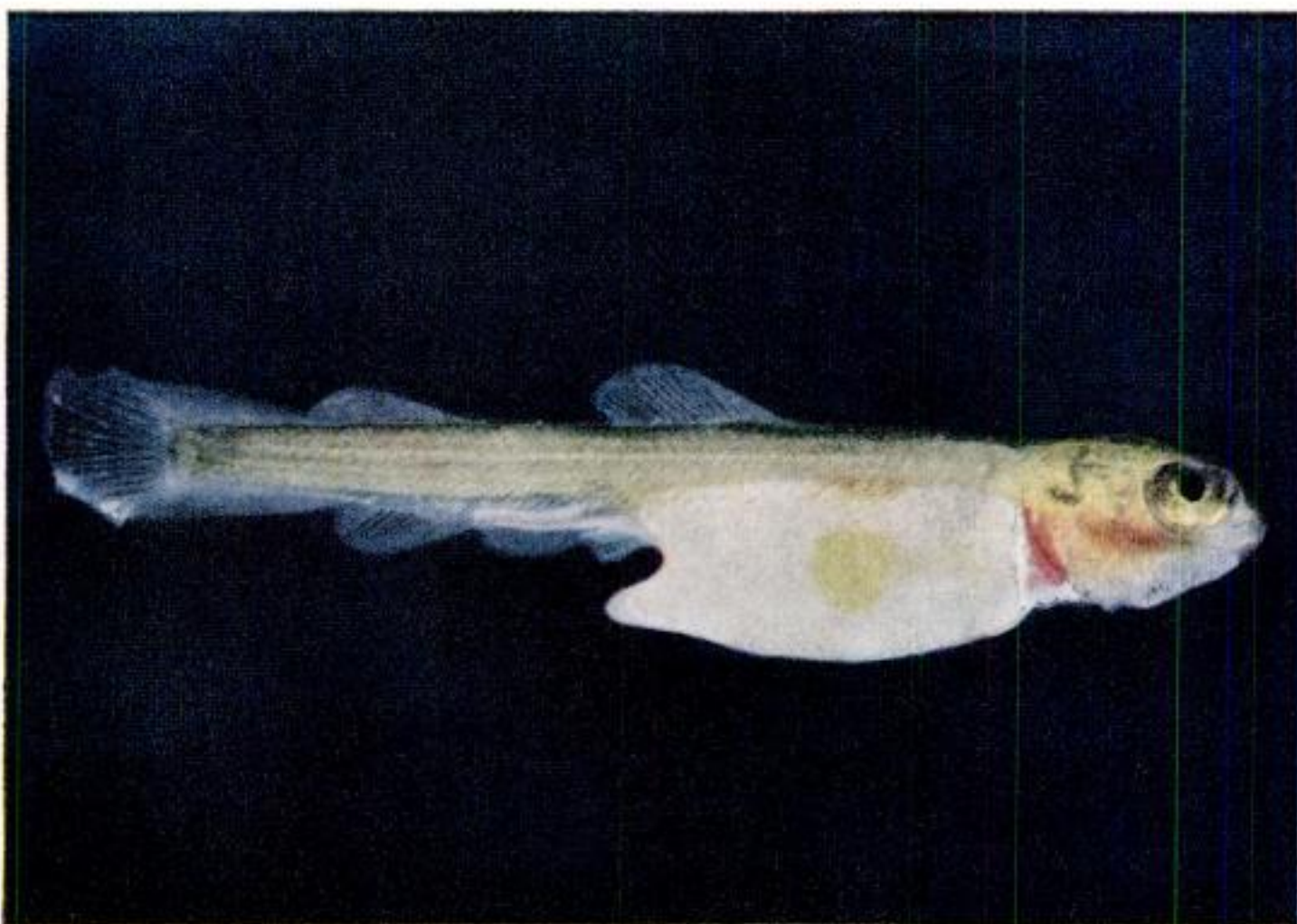
ITS EGG YOLK ATTACHED, FRY COMES OUT TAIL FIRST



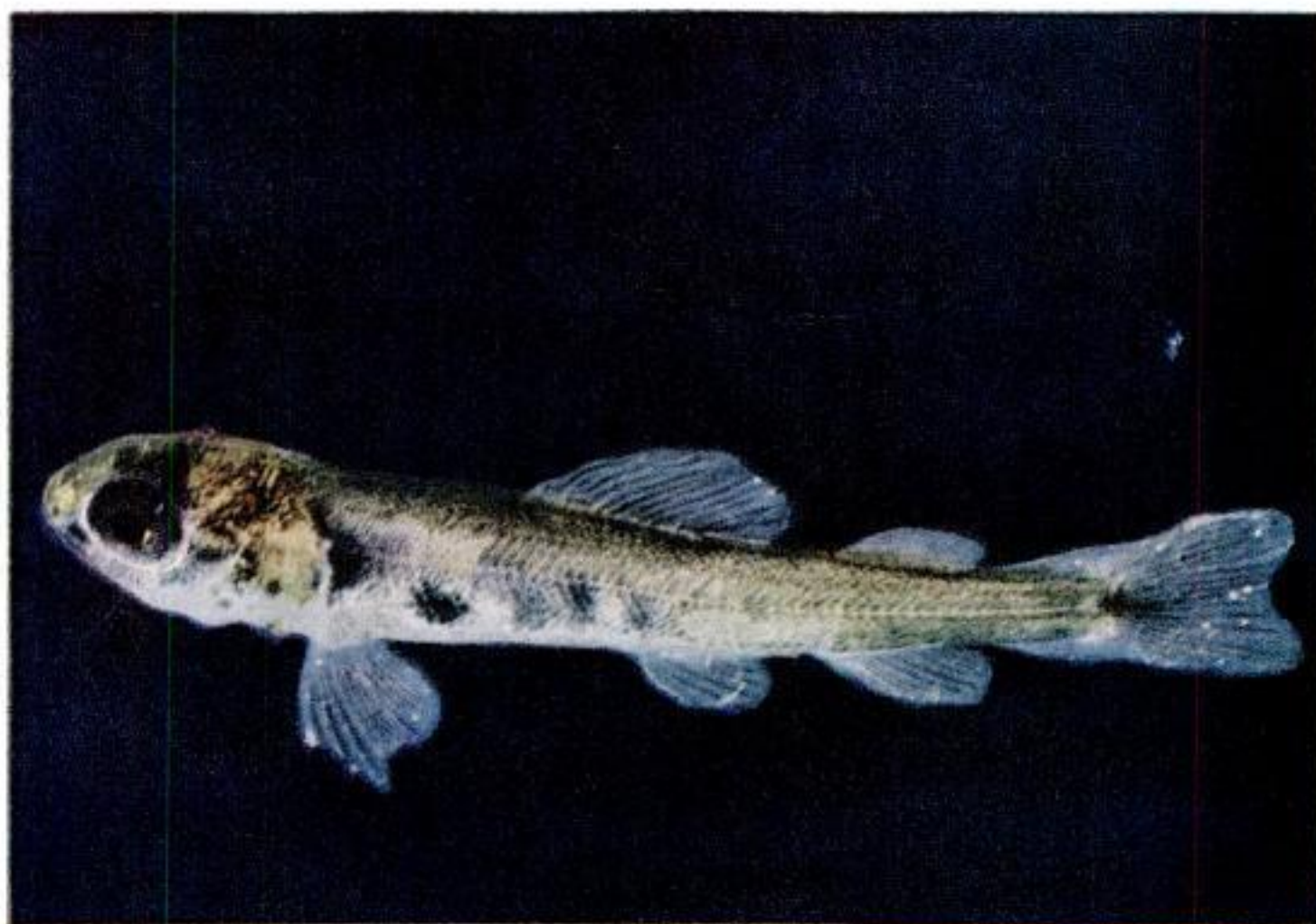
NEWBORN FRY TAKES LAST LOOK AT CRUMPLING EGG



FRY LIE ON SIDE FOR WEEKS, ABSORBING YOLK FOOD



YOLK IS ALMOST ALL USED UP NOW AND FRY BEGINS TO TAKE FOOD INTO ITS MOUTH



ON ITS OWN, THE FRY MUST FEED ITSELF. AT TWO MONTHS, ITS SCALES ARE FORMING



The great "Symphony No. 5," by Ludwig van Beethoven, interpreted by Bernard Lamotte for the Capehart Collection. One of the noblest compositions in the history of music, the famous Fifth was written in 1807, a tragic year in the life of the composer. The symphony is said to celebrate the final triumph of man over the Fate which would overcome him. The opening theme of the first movement, "the knock of Fate on the door," is the V for Victory motif adopted by the United Nations.

Victory



Capehart Chippendale, with time-proved record changer that turns the records over, and FM radio reception. Control stations may be placed throughout your home.

The wars of the world are not all fought on battle-fields. There are the individual struggles of the soul. Fear crowds in, a sense of futility rises, and all the color of life is dull and gray.

At such a time, man needs some inspiration beyond his own powers . . . some deep assurance that the conflict will end in triumph. Music, supremely, can offer it.

For music, the voice of man's experience through the ages, is more than

concerto, or symphony, or dance. Music is a song of courage, a victory over disillusion, a guide to harmonious living in troubled worlds!

This is the particular knowledge of the Capehart owner, for the Capehart is a supreme interpreter of the world's great music. The Capehart in the home is a possession valued far above the price.

Today, the building of the Capehart has ceased, and the Farnsworth Television & Radio Corporation is devoting its

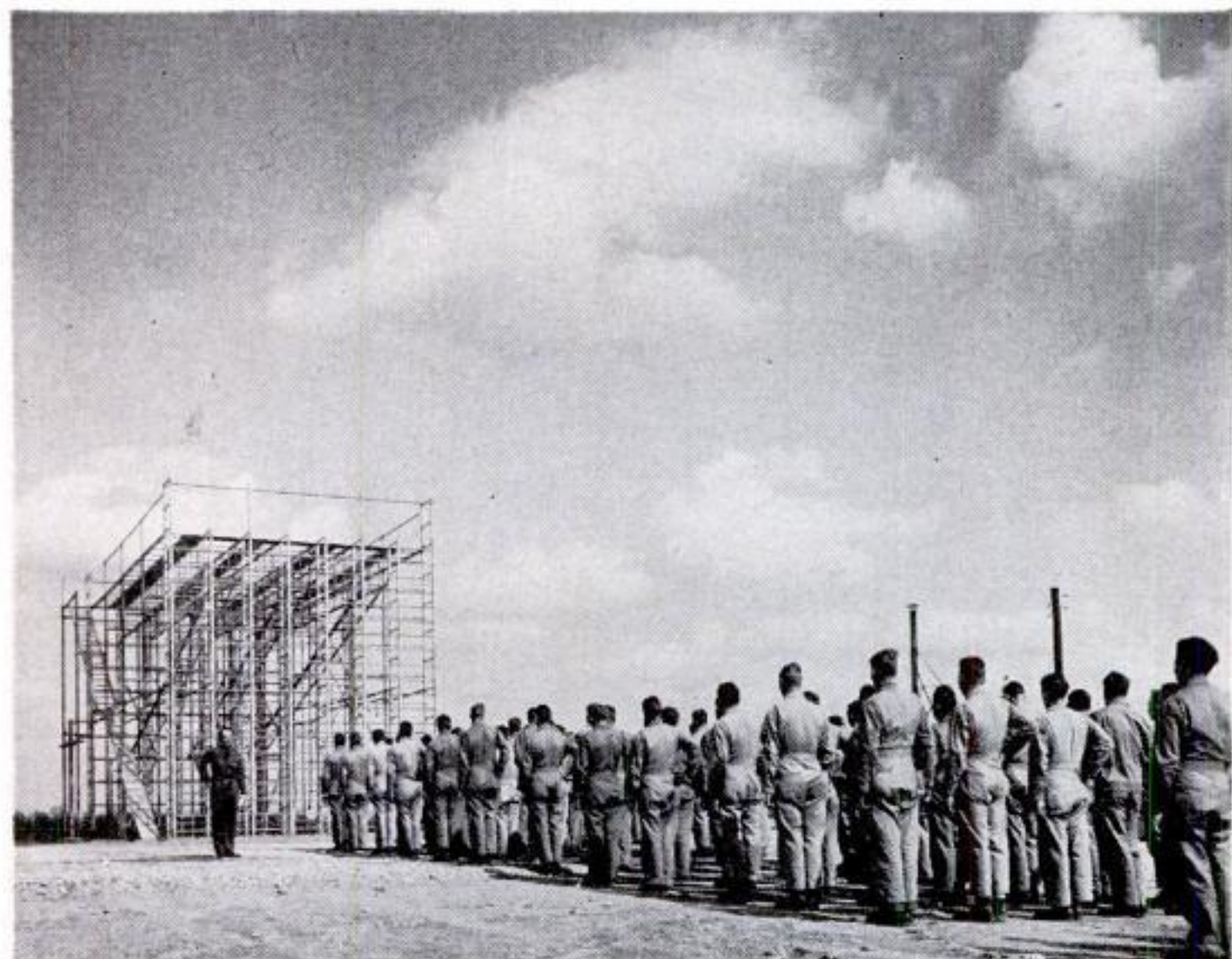
entire manufacturing facilities to production of essential war matériel.

If your Capehart dealer cannot supply you with a Capehart or a Capehart-Panamuse, he nevertheless is ready to advise you on all your musical requirements, including selection of recordings.

And he offers service worthy in every way of "the finest of all instruments for musical reproduction." The Capehart Division of the Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

CAPEHART - PANAMUSE - FARNSWORTH

GREAT NAMES IN ELECTRONICS—MUSICAL REPRODUCTION—TELEVISION



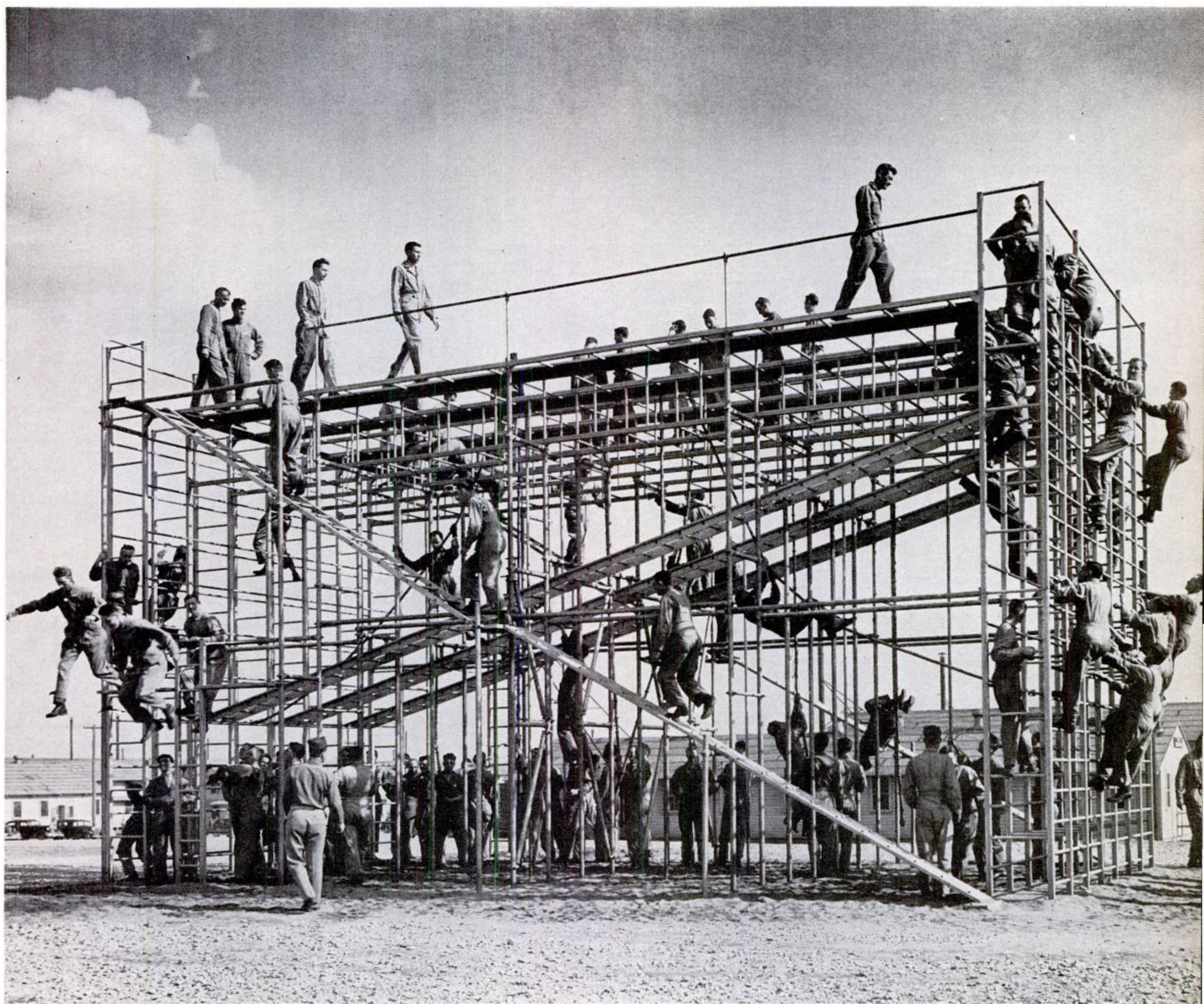
At attention in front of the trainasium is Company 9 of the Armored Force School, Fort Knox, Ky. On signal from the commanding officer, they begin climbing to top of stall bars.

TRAINASIUM

Fort Knox's jungle gym exercises 60 men at once

The only factor more important than machine power in winning the war is manpower. To develop flabby-muscled civilians into rugged soldiers in the shortest possible time has been and still is a major problem for U. S. armed forces. Calisthenics offer too many chances for loafing; obstacle courses require more space than many camps can spare; competitive games are good but not sufficient. Last November, as an experiment, the Army installed a "trainasium" at Fort Benning, Ga. This giant jungle gym, designed and built under supervision of Dr. George T. Stafford, Professor of Physical Education at Illinois, proved such a successful conditioner that seven more are now in use at Fort Knox, Ky.

On this and the following pages LIFE shows men at Fort Knox's Armored Force School going through some representative stunts on the steel trainasium. According to Dr. Stafford, 45 minutes spent performing the trainasium's 22 demanding exercises give soldiers a workout equivalent to playing the full 60 minutes of a tough football game. Three such drills a week are required. Soldiers like the trainasium despite the fact that they refer to it frequently as "monkey bars," "squirrel cage" or "rat maze." Some of them even use it for additional exercise after duty.



SOLDIERS TAKE 45 MIN. TO CLIMB, CRAWL, CATWALK, JUMP, SLIDE AND SNAKE-WEAVE THROUGH TRAINASIUM WHICH IS 40 FT. LONG, 22 FT. WIDE, 20 FT. HIGH, COSTS \$4,250

American energy will win!



Bombers, battleships, tanks, guns—American energy is turning them out at full speed. And Pepsi-Cola helps. It provides quick food energy, quenches any thirst, and so helps millions do a better and faster job. America, let's go!

PEPSI-COLA

REG. U.S. PAT. OFF.

THE DRINK WITH QUICK FOOD ENERGY

WHITEN SHOES

in
1

the time...



Here is the white shoe cleaning method you've been waiting for! Fifty per cent faster than the old-fashioned way. You apply leather-softening Shu-Milk right from the bottle. The Applicator is a "natural" for two-tone shoes. No smeary edges. No messy hands or fingernails.

Buy Shu-Milk's clever white shoe cleaning combination at any drug, dep't, grocery, 5 and 10¢ store, or shoe repair shop. Shu-Milk Cleaner, 10¢; with Applicator, 20¢. SHU-MILK PRODUCTS CORP., Passaic, N. J.

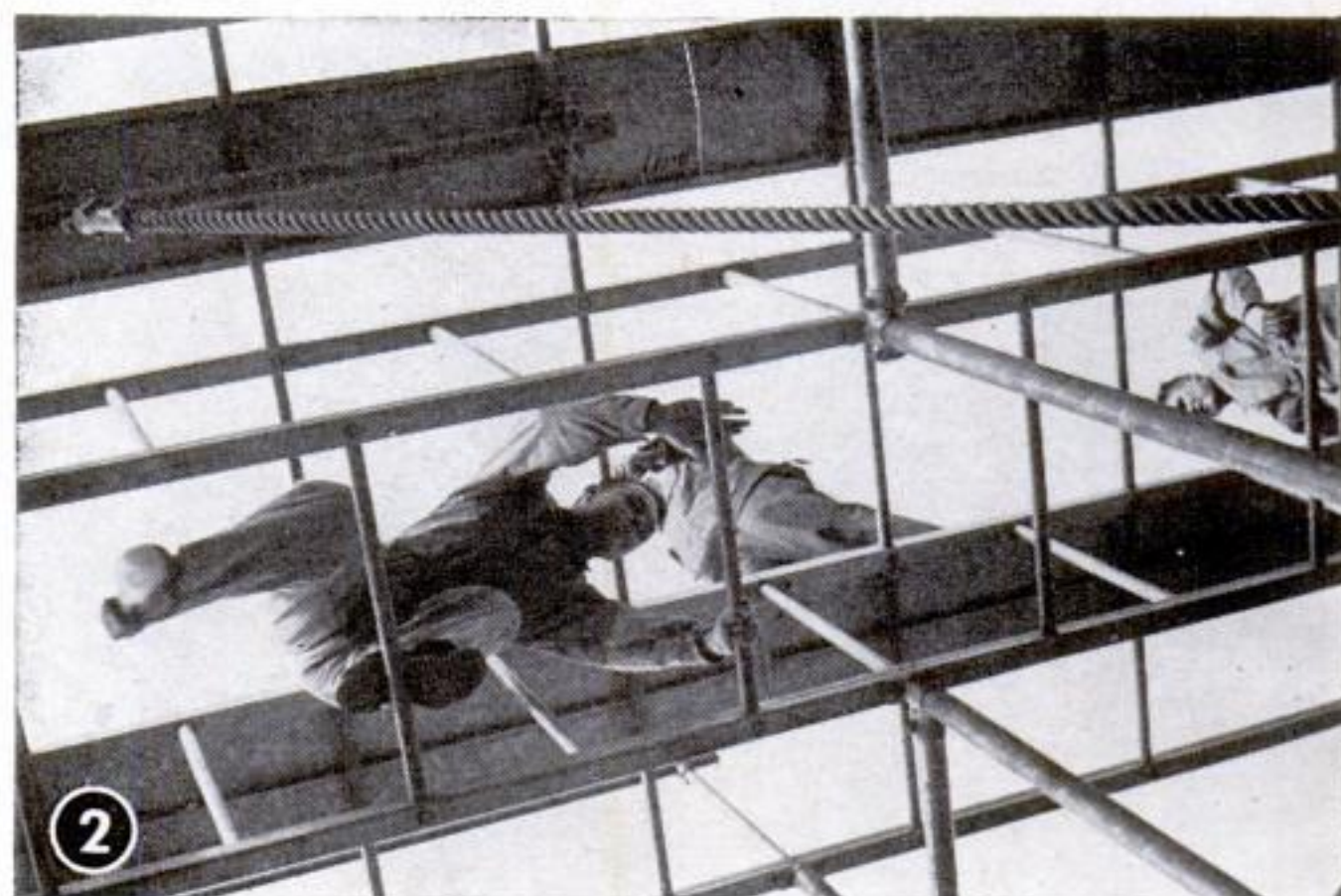
... works like a Fountain Pen 

SHU-MILK CLEANS ALL WHITE SHOES

Trainasium (continued)



Sergeant John Kiley (right) and Sergeant William Beckman begin workout on trainasium by climbing to the top of stall bars. This exercises arms, legs and shoulders.



Crawling through horizontal tunnel along top of trainasium teaches Kiley agility in the use of the body in a confined area. This is valuable experience for tank trainees.



On inclined ladder Kiley does a handwalk from top to bottom of trainasium. This is vigorous exercise for the entire body, especially hands, arms and shoulder muscles.



Rope climb from ground develops abdominal muscles as well as hands, arms, shoulders. After climbing to top, Kiley must slide down steel pole parallel to the rope.



Hang-and-drop from 14-ft. horizontal bar to sandpit teaches control of body when landing from heights. This exercise was valuable to Fort Benning's parachutists.

CONTINUED ON NEXT PAGE



Stripped for ACTION!

TODAY AiResearch is ready to assure our flying men passenger comfort...comfort the equal of that already perfected for our future commercial transports.

From the beginning, we have had the privilege to pioneer in the development of cabin pressure control systems in American commercial aircraft, which fly higher than any in the world.

The ability to maintain a cabin condition equal to 8000 feet in a plane flying at 35,000 feet or over, eliminates the use of clumsy flying suits and oxygen, except as emergency equipment.

AiResearch cabin pressure control will permit our fighting personnel to "strip for action" in the higher altitudes where the man on top wins.

AiResearch Manufacturing Company

Division of The Garrett Corporation
Inglewood, California

CABIN PRESSURE CONTROL SYSTEMS



HEAT TRANSFER PRODUCTS

AiResearch

TO THE END THAT AMERICAN AIRCRAFT WILL FLY EVER HIGHER, FASTER AND FARTHER

A Richer... Smoother Smoke



WHAT OTHER
CIGARETTE
HAS
"ALL 5"?

1. Quality Blend
2. Firmly Rolled
3. Vacuum Cleaned
4. Champagne Cigarette Paper
5. Modern Price

What is it that makes men, and women, too, so loyal to Dominos?

Is it because Domino's imported and domestic tobaccos are vacuum-cleaned and firmly rolled? Is it the expensive champagne cigarette paper? Is it Domino's modern price?

It's more than that! It's an extra something—a richness and a smoothness you'll find only when you—get to know—DOMINO!



© 1942, Larns & Bro. Co.

GET TO KNOW

Domino

"THE CIGARETTE WITH AN
EXTRA SOMETHING"

RELIEVE
HEADACHES
NEURALGIA &
MUSCULAR ACHES
WITH
QUICK
ACTING
"BC"

USE ONLY AS DIRECTED
ON PACKAGE
10¢ and 25¢

10¢ (BC) 10¢
FOR THE RELIEF OF HEADACHES, NEURALGIA, MUSCULAR ACHES, AND ALL PAIN OF THE HEAD AND NECK. IT IS A QUICKLY ACTING REMEDY FOR ALL PAIN OF THE HEAD AND NECK. IT IS A QUICKLY ACTING REMEDY FOR ALL PAIN OF THE HEAD AND NECK. IT IS A QUICKLY ACTING REMEDY FOR ALL PAIN OF THE HEAD AND NECK.

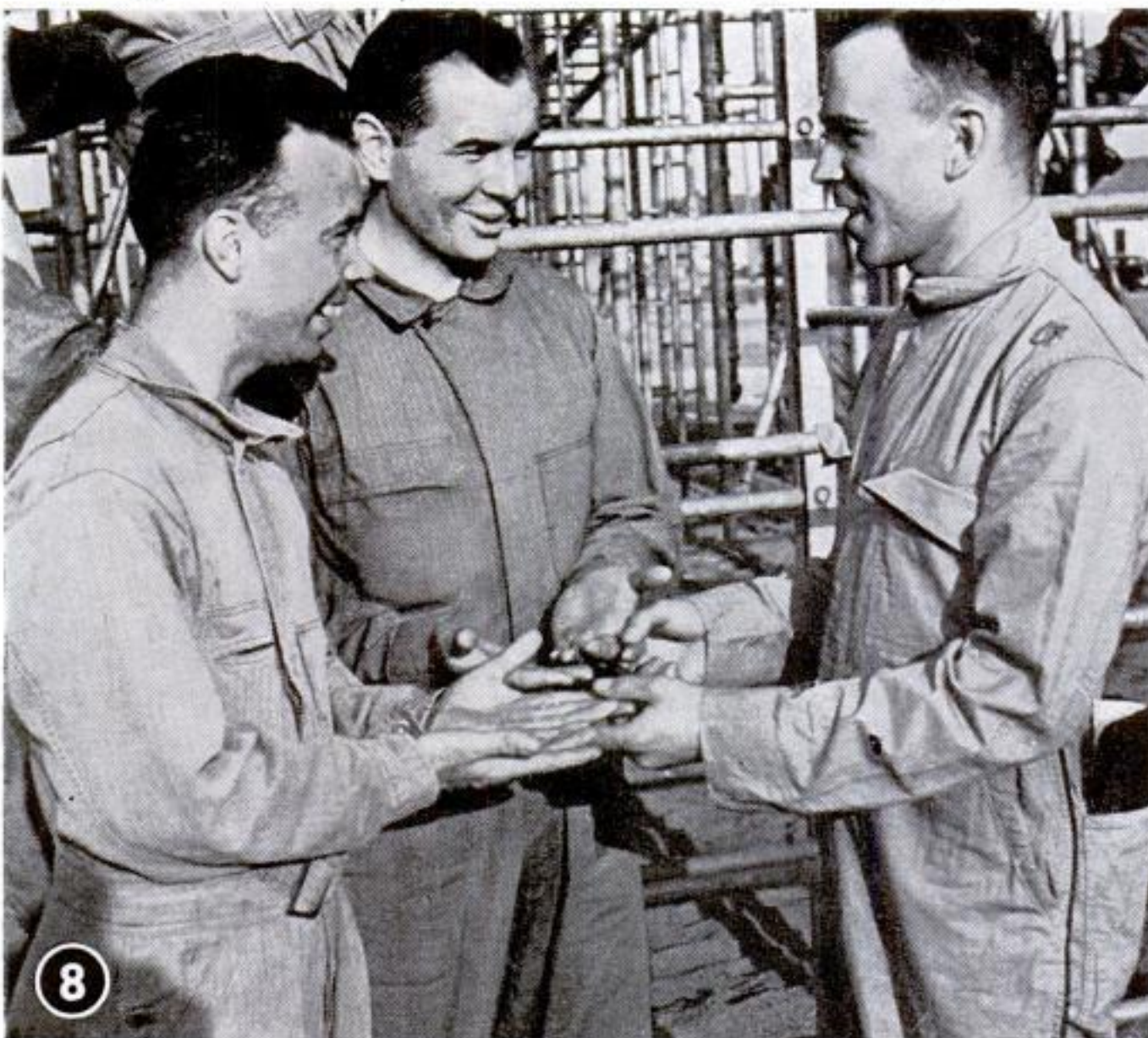
Trainasium (continued)



Snake-weaving up or down the outside wall of trainasium is considered one of toughest exercises as it requires unusual body motion. Inclined ladder is also rated tough.



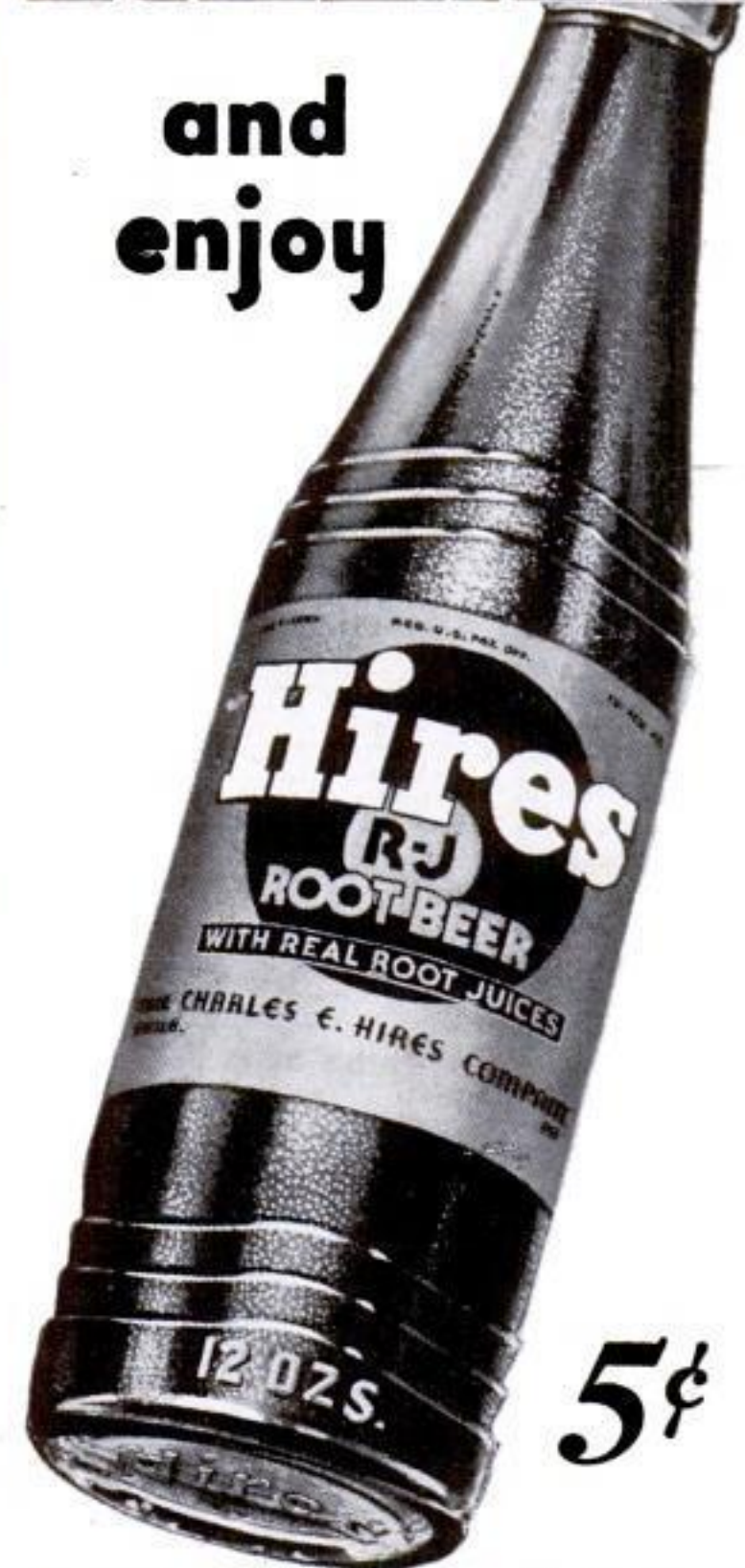
Horizontal snake-weave in and out of the protecting bars of a narrow tunnel is difficult and precarious. Practice on this increases flexibility of the body, stiffens nerve.



After first workout, Kiley and Beckman show their red and blistered hands to Captain Theodore Kuzner. Within a week both men and hands toughened up considerably.

RELAX

and
enjoy



5¢

ONLY NATURAL FLAVORS

Maiden Form STANDS FOR
Perfect
FIGURE-CONTROL

Brassieres by Maiden Form mould and support superbly because they are created by a sculptor-designer. Fashioned by skilled workers from quality materials, they hold their fine shapeliness through months of hard wear. So, when buying foundations, be sure to look for the name Maiden Form, as your assurance of perfect figure-control.

Shown are only two of many styles. See how different they are — because each was created for a different bosom-type! Send for free Style Booklet B: Maiden Form Brassiere Co., Inc., New York.

Maiden Form
LOOK FOR THIS TRADE MARK ON
BRASSIERES
GIRDLES
"ONCE-OVERS"

"There is a Maiden Form for Every Type of Figure!"
Do your share—Buy U. S. Defense Bonds

Van Camp's TENDERONI

A NEW and delicious treat for
MACARONI and SPAGHETTI lovers



TENDER, BUT NOT DOUGH-Y
cooks in 7 minutes

Distinctive flavor...tender...nourishing...everybody loves it...wins you praises from your family and friends...new and interesting recipes on every package...unlike ordinary macaroni or spaghetti because it's never pasty.

Get Van Camp's TENDERONI at your grocer's today.

TRY THIS EASY RECIPE

BAKED TENDERONI AND CHEESE: Cook 1 package Tenderoni as directed on the package. Mix with: 1 cup milk, 1 tablespoon grated onion (optional), and 1 cup grated American cheese. Turn into a greased casserole. Sprinkle with ¼ cup buttered, toasted crumbs. Bake in a moderate oven (350 degrees F.) 40 minutes. Makes 6 servings.

Made and distributed by the makers of the Famous Van Camp's Pork and Beans.



Another Van Camp's
quicker-easier-economical
"FEAST-FOR-THE-LEAST"





"I go for Clicquot any time"

You've got a load of pleasure in that little red wagon of yours, young man. Clicquot Club Ginger Ale is always a welcome refreshment when a fellow's tired and thirsty.

Nice thing about Clicquot is that *everybody* can enjoy it—you and your young friends—your mother and daddy and their friends. The pure, wholesome ingredients of Clicquot

are friendly and kind to people of all ages.

Clicquot, you know, is mighty good just as it is. It's made from the finest Jamaica ginger and excellent flavorings which are allowed to age at least six months. It is always mellow and smooth and always a taste delight. The big bottle is a family special . . . the name Clicquot on *any* bottle tells you it's a swell drink!



The Eskimo Boy says: When a fellow's thirsty, nothing beats Clicquot Club Ginger Ale.

CLICQUOT CLUB *Fifty Years a Favorite*



IN IOWA'S NORTHERN TRIANGLE OF BLACK SOIL, A SPIKE HARROW DRAWN BY FOUR HORSES PREPARES GROUND FOR SEED. IN IOWA, TRACTORS DO HEAVY WORK OF PLOWING

SPRING PLANTING

WAR CALLS FOR HISTORY'S BIGGEST CROP

Across the U. S. continent for the past 60 days, plows have furrowed the northern margin of advancing spring. The frost first yielded, at the end of March, the sandy loam of the Southeastern coastal plain, where men walk the fresh-turned fields behind pairs of plodding mules. In April, in the treeless Panhandle of Texas, battalions of high-wheeled tractors traced the subtle contours of the prairie. At the beginning of May, in Iowa, the world's most bountiful soil was rolled over in long black ribbons by tractors that throbbed against its weight, then harrowed smooth for planting by countermarching teams of horses. The corn was knee-high in Georgia when the frost line retreated to the plains of Canada and the farmers of eastern North Dakota moved out on the flat floor of the Red River Valley. By the end of May, the seeds are down in the last of the 350,000,000 U. S. cultivated acres, which this year must bear the richest harvest in the world's troubled history.

Thus, while lengthening days hastened the decisive battles of 1942, there moved across the U. S. the spring campaign that may decide them all. America this spring planted according to a plan. The ultimate objective is to win the war by feeding ourselves and our allies, and then to write the peace by guaranteeing to the captive

peoples security from starvation. Enforced by the U. S. Department of Agriculture's powerful system of price controls, bounties and penalties, the plan is bringing about a major reorganization in the map of the nation's farmlands.

Regional one-crop production of the five great commodities—wheat, corn, rice, cotton and tobacco—is giving way to diversified production of dairy products, soybeans, hogs—the fats, vitamins and proteins which the world needs so badly.

Wheat, the bonanza crop of World War I, has this year been curtailed 12%. Instead of growing more wheat, the Great Plains are grazing cattle; instead of more cotton, the South is raising hogs. War quotas call for a solid 10% increase over 1941 all along the line, from a slaughter of 83,000,000 hogs to the production of 125,000,000 dozen eggs. Planting of soybeans has been stepped up 54%, field peas 73%, and peanuts 155%.

The nation's farmers must carry through this program in the face of two huge obstacles. There are few new machines to be had. The labor force is short by at least a million. Spare parts can be gotten for repairs, and there is talk of using soldiers and an army of farmerettes to take in crops. But the farmer knows he will have to make out by longer hours of labor by his own hands and the willing hands of his wife, sons and daughters.



THE OATS HAVE ALREADY SPROUTED IN IOWA'S RICH, BLACK SOIL



THE HOUSE AND BARN OF FARMER C. GIBBS, SYCAMORE, GA., STAND IN FRESHLY PLOWED FIELDS. GEORGIA SOIL HAS BEEN DEPLETED BY YEARS OF COTTON AND TOBACCO PLANTING

GEORGIA

SOUTH GROWS NEW CROPS



COTTON SEEDLINGS UNFOLD LEAVES

This spring the farms of the South have an unaccustomed look of enterprise and promise. Bedded down in the earth that has long been used for cotton are the seeds and seedlings of strange new crops—tomatoes, beans, cabbages. In rolling pastures are grazing thousands of white-faced Herefords, imported from Western ranges. Fields of oats and corn are sprouting, to be hogged off this summer by grunting herds of

pigs. The war, finally, has raised an old Southern product to the status of a major international commodity. Peanuts, to replace Far Eastern sources for vegetable oils, are planted in 5,000,000 Southern acres, 155% more than in 1941.

Under the curse of cotton the South has long been the agricultural backwater of the nation. While the rest of the nation's farms have been mechanized, more than 70% of the South's acres are plowed by mules and horses. Where wheat is grown, much of it is still harvested by the cradle scythe.

In the agricultural victory program the South has an opportunity to establish a well-planned diversity of crops and to end its long and disastrous annual speculation in the price of cotton and tobacco. Once again optimists are anticipating the day when Southern farmers will milk their own cows and cultivate their own self-sustaining farm gardens. There may then be enough money left over from cash crops to paint Southern barns and houses, just like barns and houses in more prosperous parts of the country.



Cabbage seedlings are thinned out for transplanting in widely spaced rows where their heads can grow fat and full. Southern farmers have thus for years transplanted tobacco seedlings,

WHILE OTHER U. S. FARMERS RIDE TRACTORS, THE SOUTHERN FARMER PUTS HIS WEIGHT ON THE PLOW AND PLODS BEHIND HIS SWEATING MULES. THIS FIELD WILL GROW CORN





TRANSLUCENT LEAVES OF CORN SHINE IN SUNLIGHT ON GEORGIA FIELD. SOUTH'S CORN CROP WILL BE CONVERTED INTO HOGS (BELOW). CORN RESTORES COTTON-DEPLETED SOIL

Flock of sheep grazes on Georgia field. This year's marketings of sheep are expected to shatter record. After 1933-36 drought, when thousands of Western cattle came to the South, all meat animals boomed.



Herd of hogs gathers at the feeding troughs. The South has always had pigs for its own consumption. Under corn-belt pasture methods, Southern hog production will increase.



SPRING PLANTING (continued)

TEXAS

PLOWS FOLLOW CONTOUR LINES

Here in Texas, six tractors map the new strategy by which men will hold the shifting topsoil on the Great Plains of North America. The furrows, following the gentle contours of the prairie, will retain the moisture that makes the fresh-turned earth stand out in contrast to the last harvest's stubble. This is a better than average spring in the wheat belt. No dust

plumes mark the course of the plow. If there is a little more rain between now and mid-June, the land shown here should yield 20 to 30 bushels of wheat an acre.

The last decade was millennial for Texas agriculture. In the Panhandle, on the edge of the 1933-36 Dust Bowl, and in eastern Texas, where the soil was exhausted by cotton, more than 6,000,000 acres went en-

TRACTORS, MOVING IN PAIRS, CARVE THEIR FURROWS ALONG CONTOURS OF ROLLING PLAIN. WHEAT SOWN IN THE FURROWS, LEFT TO HOLD THE RAINS, GROWS IN CURVING ROWS.



tirely out of cultivation. Submarginal wheatland has been turned back to range, and submarginal cotton land now supplements the range with forage crops. Texas farms have shrunk in number and grown in size. In consequence, Texas has become pre-eminently a center of mechanized agriculture.

Though the drought is a memory, farming in the

Great Plains from the Panhandle northward into Canada, except where there is water for irrigation, is still "dry farming." The whole region lies west of the critical 21-in. annual rainfall line. Where the land is plowed, wind, sun and rain itself conspire to strip the soil away. Techniques of water and topsoil conservation, like the contour furrows shown below, are, therefore, of crucial

importance. Even this well-managed field shows erosion scars that will be leveled by the plows.

This year's wheat production has been curtailed 12% because U. S. storehouses are already crammed with a two-year surplus of about 1,000,000,000 bushels. But wheat still makes bread, and the grain elevators are arsenals to back up U. S. policy when the peace is written.

AS INDICATED BY PATTERN OF LAST HARVEST'S STUBBLE. DITCHES, AT CENTER AND UPPER LEFT, ARE DUG ALONG CONTOURS TO HALT MAJOR SOIL MIGRATION IN RAIN EROSION





Iowa soil is broken by a double plow, and last year's stubble is rolled under to prepare for this year's planting. Iowa

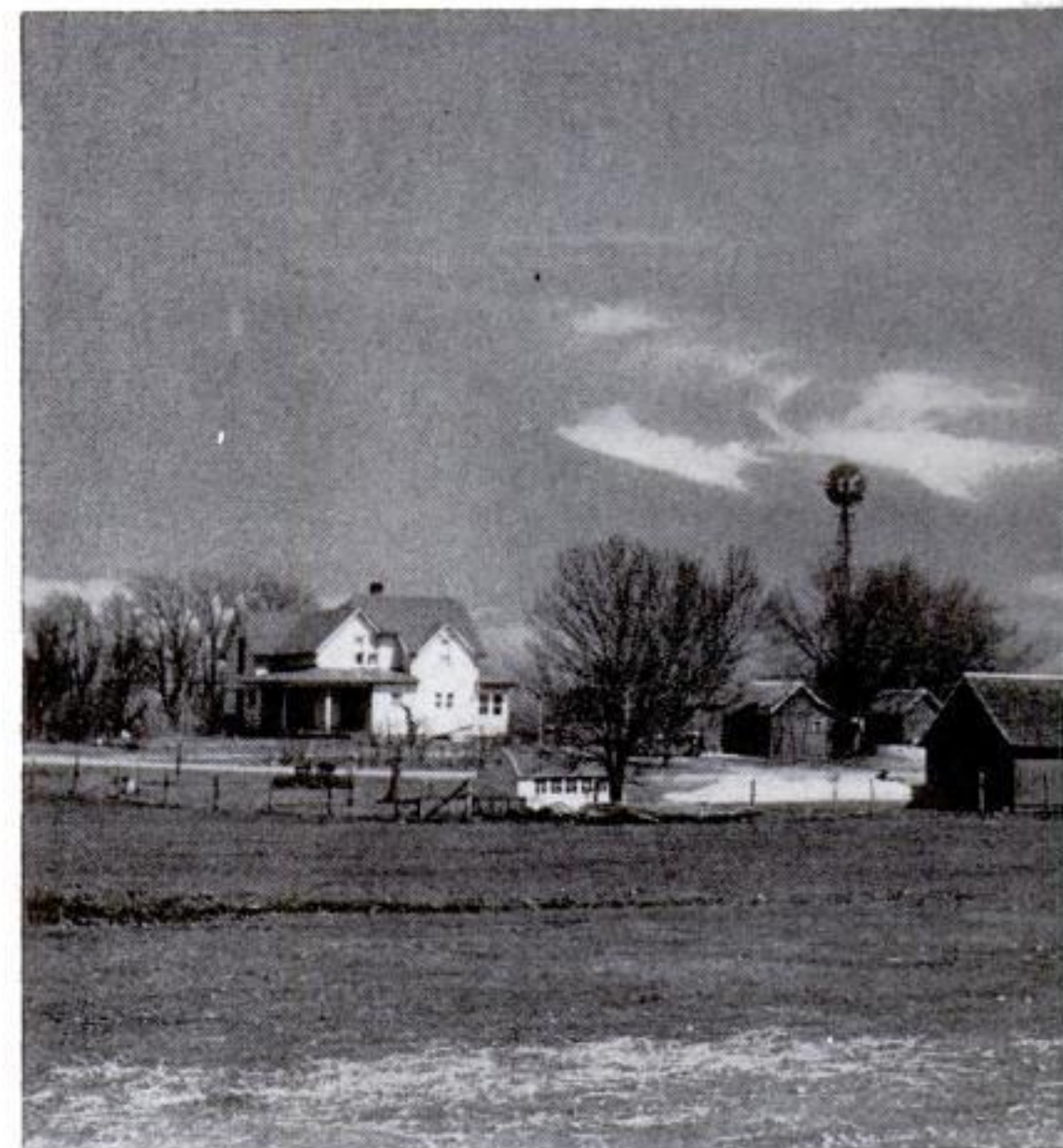
farmers were among the first to take up growing of legumes, clover and alfalfa, are planting a heavy quota of soybeans.

I O

IT WILL REAP

Iowa is a food factory engaged in an operation more complicated than the simple planting and reaping of crops. In its diversified harvest of corn, oats, wheat, hay, clover and soybeans, Iowa yields not end products but raw materials. These are manufactured by Iowa hogs, dairy cows and beef cattle into the fats, proteins and vitamins that stand at the head of the Department of Agriculture war schedules.

Cradled between the Mississippi and Missouri rivers, Iowa is admirably equipped to meet the demands of this advanced agricultural technology. It embraces 25% of the nation's richest soil and is blessed with rainy springs, warm summers and long growing seasons. Iowa farmers are worthy of their birthright. Under the guidance of their great State School of Agriculture at Ames, they have learned the science of their art, the maintenance of soil through long-range programs of fertilizing, crop rotation and diversification.



Iowa farm with well-kept buildings is proof of the prosperity that comes from stabilizing diversity of Iowa farming. This farm near



Twelve horses drag double plow through heavy Iowa bottom land. Iowa breeders produce some of nation's best heavy-duty work stock.



Four horses haul a spike harrow across furrows to smooth out soil for seeding. When seeds are sown, spike harrow covers them with soil. This is rear view of scene on page 79.



Four-row drill plants corn in neat regular rows. Seeds feed into furrow

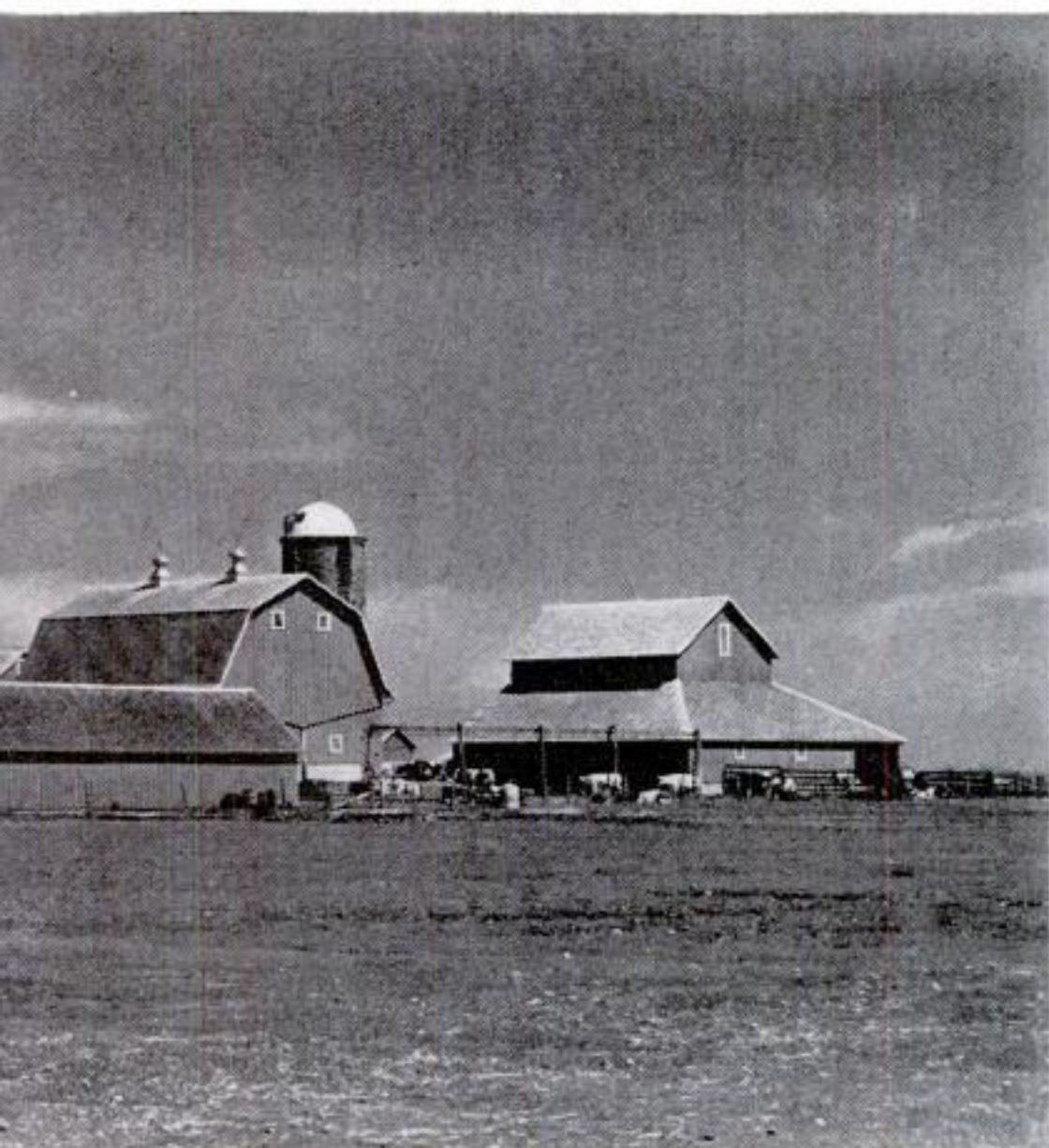
WA

RICH HARVEST

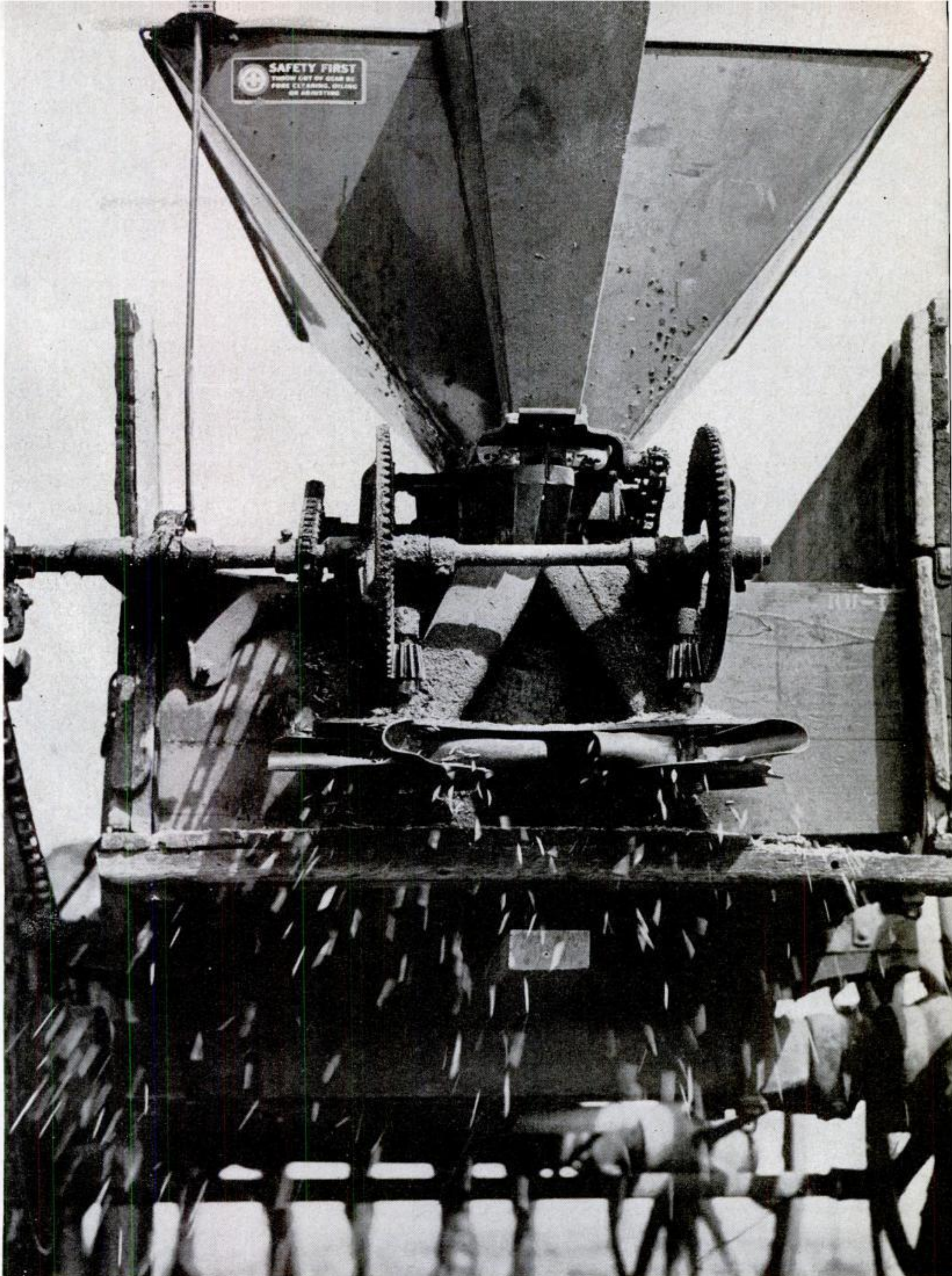
This spring, rolling across their rectangular fields on tractors and on the jouncing seats of plows, harrows, drills and a variety of clattering farm machines, they have launched the annual cycle with their accustomed care and dispatch.

Storing a heavy carry-over from last year's bumper corn crop, Iowa farmers were prepared for the 15% increase in the national hog production goal. This autumn and winter they will send a record 17,000,000 hogs to slaughter. With the huge harvest of pigs, butter, eggs and beef selling at pegged prices, Iowa farm income will reach a 20-year peak.

The Iowa landscape has always reflected prosperity. An airplane view shows long, straight roads following the section lines, punctuated at neat intervals by the windbreak of trees that shelters the white farmhouse, the capacious red barn and tall silo. It is a land of proud farm families, whose sons do not migrate to the cities.

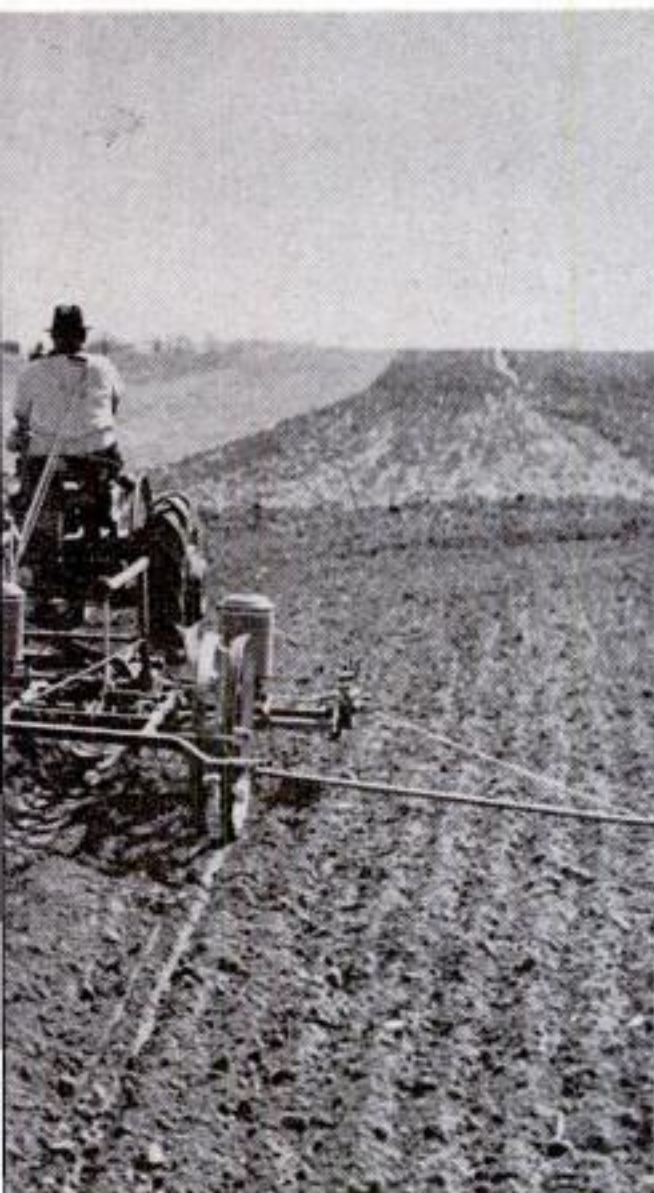


Ames maintains a herd of dairy cattle, raises pigs and chickens. Steady breezes keep windmill turning to provide power and water.



Oats are sown by end-gate seeder, mounted on the back of a farm wagon. This is typical of many mechanical gadgets

that speed and lighten the labor of Iowa farming. Such a machine cannot be used in high, gusty winds of North Dakota.



dug by spring tooth, are covered by V-rimmed wheels mounted behind.



Manure spreader distributes its cargo over field. Manure is then disced under. Iowa soil, rich in organic matter, also needs synthetic fertilizers to counteract its acidity.



Tandem disk prepares soil. Disks serve as plows in this kind of field. Soil preparation may be completed by spike or spring-tooth harrow.

NORTH DAKOTA

TRACTORS PLOW BIG FIELDS

On the horizonless plains of North Dakota, spring is a precious interlude. All winter the unpainted barns and houses quiver under blizzard gales, fresh from the Pole. All summer the air above the baking earth vibrates with ascending heat. This spring, as the returning sun dissolved the hard tension of frost, the

farmers of North Dakota moved quickly to reoccupy their land. This is a big year for U. S. agriculture and not every year is big for North Dakota.

Back and forth over a field in North Dakota, where farms average 463 acres and crops are planted by the quarter section, is a 40-minute tractor ride. Since early

May, with plows, then harrows and now seed drills, the farmers have been driving this endless round trip from dawn into the night, with headlights burning.

In the western dry-farming region of State, where rainfall and the Department of Agriculture quotas permit it, the farmers have once more planted wheat. But they can see in the panorama of Herefords on the encroaching range that the days of big crops there are numbered. The Red River Valley in the east, however, approaches Iowa in eminence. This year the lid is off on sugar beets. They are being planted in precise grids by six-row drills (*see opposite*), tripped by knotted cables.



Red River Valley farm looks like Iowa, with less paint and fewer trees in its windbreak. Dairy production for local consumption is sideline to quarter-section plantings of beets and potatoes.



Vegetable garden for family's needs is wartime innovation on thousands of Midwestern farms. In the past, farm wives often found it easier to supply their table from grocery stores in town.



Long after sunset a Red River Valley farmer drags a disk harrow across his unobstructed field. In this flat land a farm-

er does not need daylight to lay out contour courses for his tractor. The six-row drill, shown planting sugar beets on the

page opposite, is guided by a 700-yd. cable. Knots trip the seed gates to plant beets a precise 18 in. apart in both directions.



SIX-ROW DRILL PLANTS GRID
OF SUGAR BEETS IN THE RICH
EARTH OF RED RIVER VALLEY



AMERICAN MILITARY TRADITION

A West Point professor, examining our spotty record in the past, points out the influences that have made our Army and Navy what they are today

by COLONEL HERMAN BEUKEMA, U. S. Army

Colonel Herman Beukema is one of the leading students of "Geopolitics" in the U. S. This five-dollar term, first popularized in Germany by Hitler's one-man brain trust, Major General-Professor-Doktor Karl Haushofer, embraces all factors underlying a nation's combat potential, both immediate and long-range. In particular the economic, psychological and combat factors are involved.

When in 1930 Colonel Beukema became head of the Department of Economics, Government and History at the U. S. Military Academy at West Point, he introduced the first course in "Geopolitics" to be given anywhere in the U. S. to students

at college level. As suitable textbooks were lacking, the colonel's department prepared its own. He became part of a movement which resulted in the introduction of similar courses at Princeton, Dartmouth, Columbia, Rutgers and California. More recently Colonel Beukema organized the series of lectures which are now being given enlisted men in the Army concerning the strategy and nature of the current war.

Born in Michigan, Colonel Beukema was once a reporter. He attended the University of Chicago and graduated from West Point in 1915. In the last war he saw active service as a field artillery officer in France until he was wounded in 1918.

War compels a nation to re-examine its military traditions and like all the peoples of the United Nations, Americans are rediscovering their fighting traditions. They are learning again that these traditions are sound, although variable. In peace we sink back into a dead calm of military inaction. Then in time of crisis we grow war-minded, building up finally a gale of destruction against our enemies. A typical example of such mental gyrations was the fate of the Army Air Corps' request for 500 planes in 1940 as replacements to maintain its established level of strength. Even as the Nazis were storming through France this request was cut by Congress to a net of 57 planes. A few days later, however, the pendulum swung as violently to the opposite extreme as we embarked on a program calling for 50,000 planes.

In both of these steps Congress accurately reflected public sentiment, which after all determines what our

defense forces are to be. The Army exists only as a part of the body politic. As Brigadier General O. L. Spaulding remarks in *The United States Army in War And Peace*, the Army "is nothing in itself . . . it has no political aims and no political ambitions."

To find a counterpart to our Army in the past we are forced to turn to Miltiades' hoplites who fought and won at Marathon, to the citizen army of the early Roman Republic, the Anglo-Saxon fyrd (a body of militia), and the military establishment maintained by the Swiss. Like the American soldier today, these men were citizen soldiers. The emphasis, moreover, was and in Switzerland and America still is on the citizen. How different such an establishment is from the militarism of Japan! Let even pseudo-liberalism raise its head in Japan, as it did in the 1920's and early 1930's, and the Japanese militarists respond with assassinations which wipe out premiers and ministers. They

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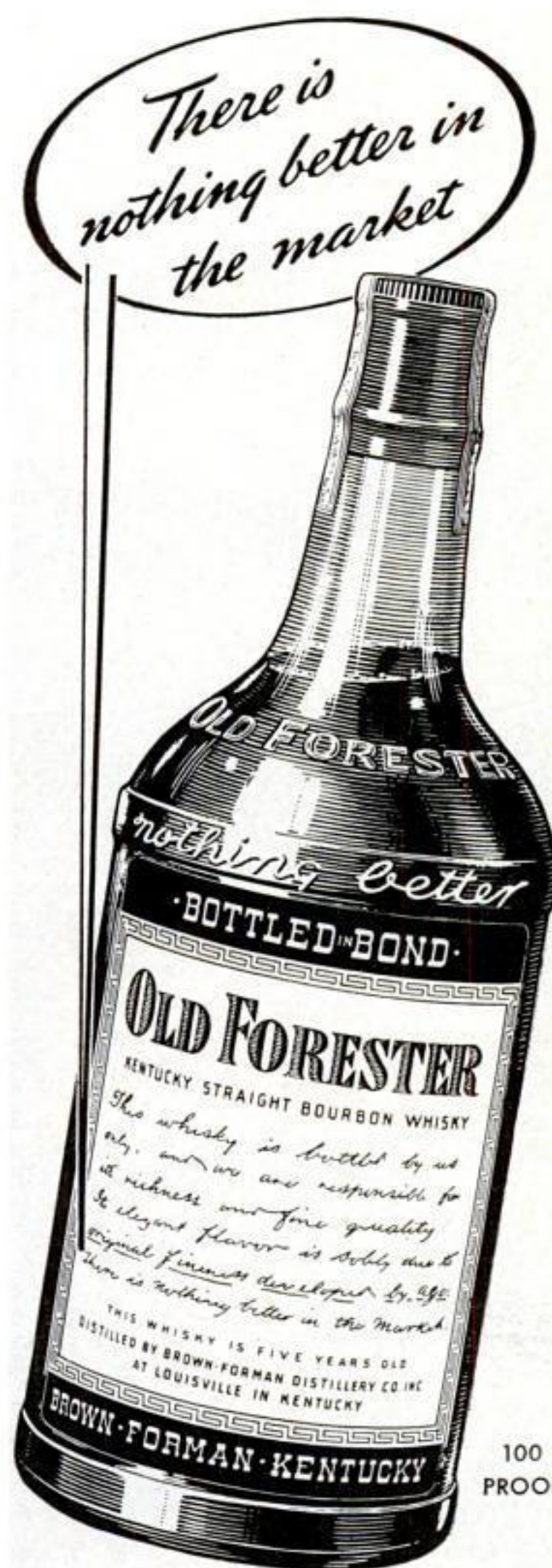


Colonel Beukema shows West Point cadets his "geopolitical" diagrams explaining organization of Nazi state. Other charts show organization of

the Japanese government and distribution of the world's resources. After the war he hopes to establish "Schools for Statesmanship."

YOU

CAN TASTE THE
TRUTH OF THIS
FAMOUS CLAIM

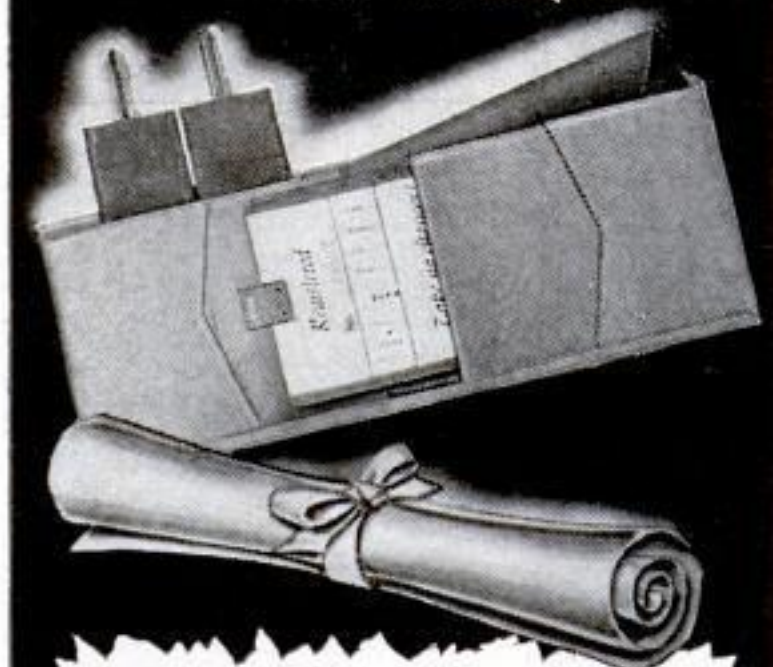


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FATHERS' DAY...For the Dad who travels, this Amity Automatic Travel Kit in choice of rich, durable leathers. Collapsible, with waterproof lining, "spring-open" cover...\$3 to \$10.



GRADUATION DAY...Give him a genuine Amity "Director" Billfold that keeps currency, cards, and spare keys out of sight and out of mind—until he needs 'em! Choice of styles and leathers...\$3.50 and up.



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AND EVERY DAY—TO WIN THE WAR... BUY WAR SAVINGS STAMPS AND BONDS!

AMITY
LEATHER PRODUCTS

AMERICAN MILITARY TRADITION (continued)

capped their resistance with a mutiny which for three days in 1936 took over the heart of Tokyo. In Japan, as in Germany, subservience to militarism is the lot of the common man.

The nearest approach in all our history to such usurpation of power came in 1782-83 when the half-starved, half-clothed and long unpaid Continentals in camp at Newburgh, N. Y. sought redress for their grievances. The *Newburgh Addresses* drafted by these men frankly proposed to make their commander, George Washington, king of the newborn United States. While Washington was wholly sympathetic to their demands for pay and better living conditions, he assembled his officers and, decrying their desire to make him king, roused them to a sense of their duties as democrats living in a new republic. The incident was not forgotten, however, by the American people. They, moreover, had long since associated soldiery with the bitter memory of British regulars billeted in their towns. Eighteen months after the Newburgh incident, civilian sentiment found concrete expression in the law passed by Congress declaring: "Standing armies in time of peace are inconsistent with the principles of Republican Governments, dangerous to the liberties of a free people, and generally converted into destructive engines for establishing despotism. . . . The commanding officer is hereby directed to discharge the troops now in the service of United States except 25 privates to guard stores at Fort Pitt and 55 to guard stores at West Point. . . ." Before the year was out, Indians had collected in the frontier settlements far more scalps than the strength of this "army."

For the defense of their new liberties, these early Americans put their faith in a militia system. The curse of this initial error has yet to be fully eradicated from the mind of the average American. As first advanced in the early days of our independence it has some merit, since it rested on the assumption that thousands of hardy backwoodsmen had been and would continue to be available in the hour of need. In particular the frontiersmen had made an enviable mark in units like Rogers' Rangers, Stark's Green Mountain Boys and the levies commanded by Washington for Braddock's expedition in 1755. The secret lay in their mastery of the open-order fighting which they had learned from the American Indian.

Militia nearly lost the Revolution

Against this record of military prowess, however, must be balanced the relatively poor showing of the bulk of American militia. Battle after battle was lost in the War of Independence as the militia broke at the first shot or even earlier, leaving a handful of Continental Regulars to mend matters as they could. In a letter to Congress on Sept. 24, 1776, Washington himself emphasized: "To place any dependence upon militia is assuredly resting upon a broken staff. Men just dragged from the tender scenes of domestic life, unaccustomed to the din of arms, totally unacquainted with every kind of military skill (which is followed by want of confidence in themselves when opposed by troops regularly trained, disciplined and appointed, superior in knowledge and superior in arms) are timid and ready to fly from their own shadows."

The final record of the war bore out Washington's views. Although nearly 400,000 Continentals and militia served under the Continental flag, they had difficulty stemming the British forces which never totaled more than 42,075 men. Only two events in the war had a di-

CONTINUED ON PAGE 92



Rogers' Rangers, a small pre-Revolutionary corps celebrated in *Northwest Passage*, employed Indian-style tactics and established traditional excellence of American scouts.



HUNCH or intuition, call it what you will, but this smart young thing knows her party politics. She's stocking up on Underwood Deviled Ham.



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LUNCH can be prepared in a jiffy with Underwood. It makes grand sandwiches, salads, appetizers and scores of tempting treats for a meal or a snack at any time. Keep a supply on hand.



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NEW CAR RATIONING RULES ANNOUNCED BY O.P.A.

Now—you can buy your new car and enjoy Chevrolet's low first-cost, low operating cost, low maintenance cost.

Here are some of the relaxed rules covering proof of necessity for all eligible buyers:

1. That the applicant must travel quickly and would be better able to do so by automobile than by other means of transportation.
2. That he must transport passengers or heavy or bulky tools or materials.
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7. That his physical condition would make it a hardship for him to use public transportation facilities.
8. That he clearly needs an automobile because of other circumstances.



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See if Odorono Cream doesn't stop perspiration safely for you—up to 3 whole days at a time! Non-greasy, non-gritty, no waiting to dry, will not rot your frocks. Follow directions. Get a jar today—big 10¢, 39¢, 59¢ sizes (plus tax)!

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ATTENTION MEN

On the dance floor—or in business—don't think perspiration neglect on your part isn't noticed just as quickly! Why risk offending your girl or your boss? Use Odorono Cream!

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—a substance long famous for its power
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LANOLIN closely resembles the natural oil of the human skin. It is not a synthetic compound, but is derived from soft fleece.

The soothing action of Lanolin on the human skin has long been an accepted medical fact. It is often prescribed by physicians in healing salves and ointments.

NOW IN WILLIAMS SHAVING CREAM

The J. B. Williams Company has developed a formula for blending Lanolin with Williams Shaving Cream.

Williams Shaving Cream with Lanolin has all the fine features that men have learned to rely on in Williams shaving soaps. It has the rich, dense, close-knit lather that wilts your whiskers completely soft. It holds water throughout the slowest of shaves. And it lets fast shavers zip safely along.

You get all these advantages of Williams Shaving Cream—*plus* Lanolin. The Lanolin helps relieve the taut, sore feeling that so often follows a close shave. It leaves your face feeling softer and supple... soothed and refreshed.

OUR FINEST SOAP IN 100 YEARS

So definite are its advantages that we feel we can sincerely call this the finest soap to bear the Williams name. And Williams has meant *quality* for over 100 years.

Try this new Williams right away. See if you don't get closer shaves without irritation. Notice how the Lanolin soothes your face... leaves your skin feeling pleasantly softer and smoother.

Ernest B. Hulbert
PRESIDENT



Now contains **LANOLIN**

... same familiar tube

AMERICAN MILITARY TRADITION (continued)

rect bearing on the expulsion of the British: the capture of Burgoyne in 1777 and of Cornwallis in 1781. The latter was made possible only through the co-operation of a French Army and a French Fleet.

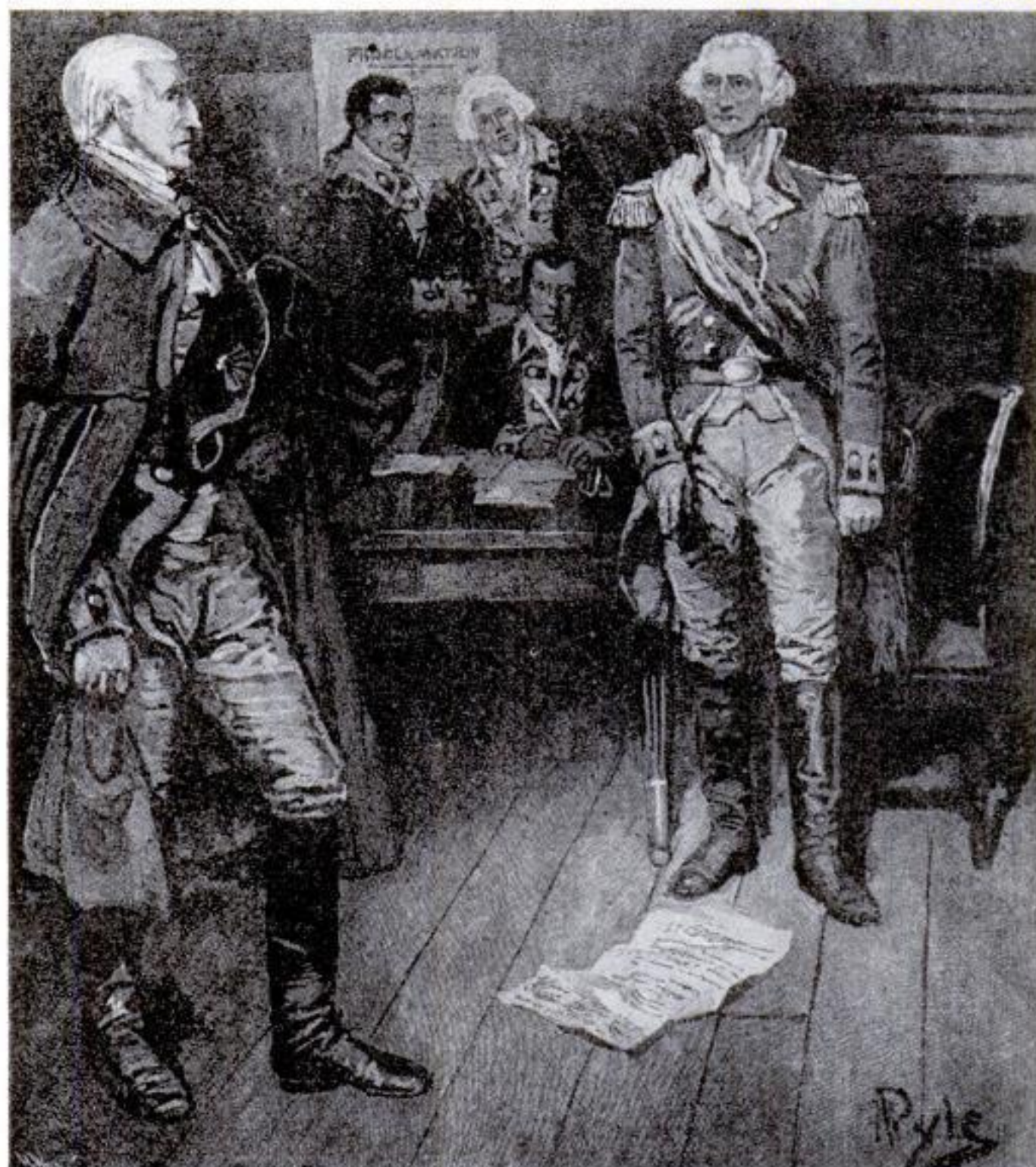
Men like Washington had no false notions as to what constitutes a dependable army. They were the first to realize that in the hardihood, courage and experience of the American backwoodsmen they had a supply of potential soldiers such as no other country could boast. But they also realized that only training and discipline could convert such raw material into a dependable army. Even in 1783 the majority of Americans were farmer and village folk with nothing more martial to their credit than squirrel hunting.

The country as a whole thought otherwise and continued to think so long after the frontiersman had passed into history. As a result, our military history and the traditions grounded in that history present a spotty record. On the one hand we see a hardened campaigner like Andrew Jackson assembling at New Orleans as motley a group of human beings as have ever fought this country's battles. Cheek by jowl behind the breastworks with Lafitte's pirates were backwoodsmen, regulars, a few sailors, a battalion of free Negroes, a battalion of Santo Domingans, some old French soldiers and a battalion drawn from New Orleans' aristocracy. In a few brief hours Jackson's men practically wiped out Pakenham's British Regulars. American losses by comparison were 13 men.

Contrasting that record with the disheartening repetition of insubordination, semi-mutiny and cowardice on the part of one hastily assembled levy of militia after another, we see the War of 1812 in true perspective. Few history textbooks have ever presented this side of the story. There is mention, to be sure, of the panic at Bladensburg and the retreat from Washington which resulted in the burning of the Capitol by the British in 1814. More typical was the tragic fiasco at Queenstown Heights when Van Rensselaer's militia first demanded that he cross the Niagara River to attack the Canadian city and then refused at the last moment to leave American soil. The 13th U. S. Infantry finally made the crossing and seized its objective. Heavily reinforced, the Canadians counterattacked. Under the eyes of several thousand American militia across the river who refused to give aid, the little American force was wiped out. Repeated instances of this kind are responsible for the figures which show that whereas the British at no time had an army of more than 16,500 in the field, the Americans from beginning to end of the War of 1812 brought 56,032 regulars and 471,622 militiamen to the colors.

Two weeks after the treaty of peace had been signed, the strength of the U. S. Army was fixed at 10,000. A few years later it dropped to 6,000. Each major war thereafter brought a temporary increase in

CONTINUED ON PAGE 34



When dictatorship threatened in 1783, Washington (right) swiftly denounced the army conspirators whose leader later became a loyal public servant for the young Republic.



These can often be the Saddest Words in the World



All their lives they had saved for it . . . a little home of their own with red tulips in the front garden. . . .

Now, two years after the last payment was made, a tragic sign must be posted in the yard: *For Sale*.

It happened suddenly as an earthquake. A darting child . . . too late, the screech of frantic brakes . . . a nightmare of court proceedings.

The judgment was for \$7,000. To meet it, the dream home must be sold. All because a man thought he was too good a driver ever to have an accident.

This is happening every day. It can happen to you . . . if your car is not insured.



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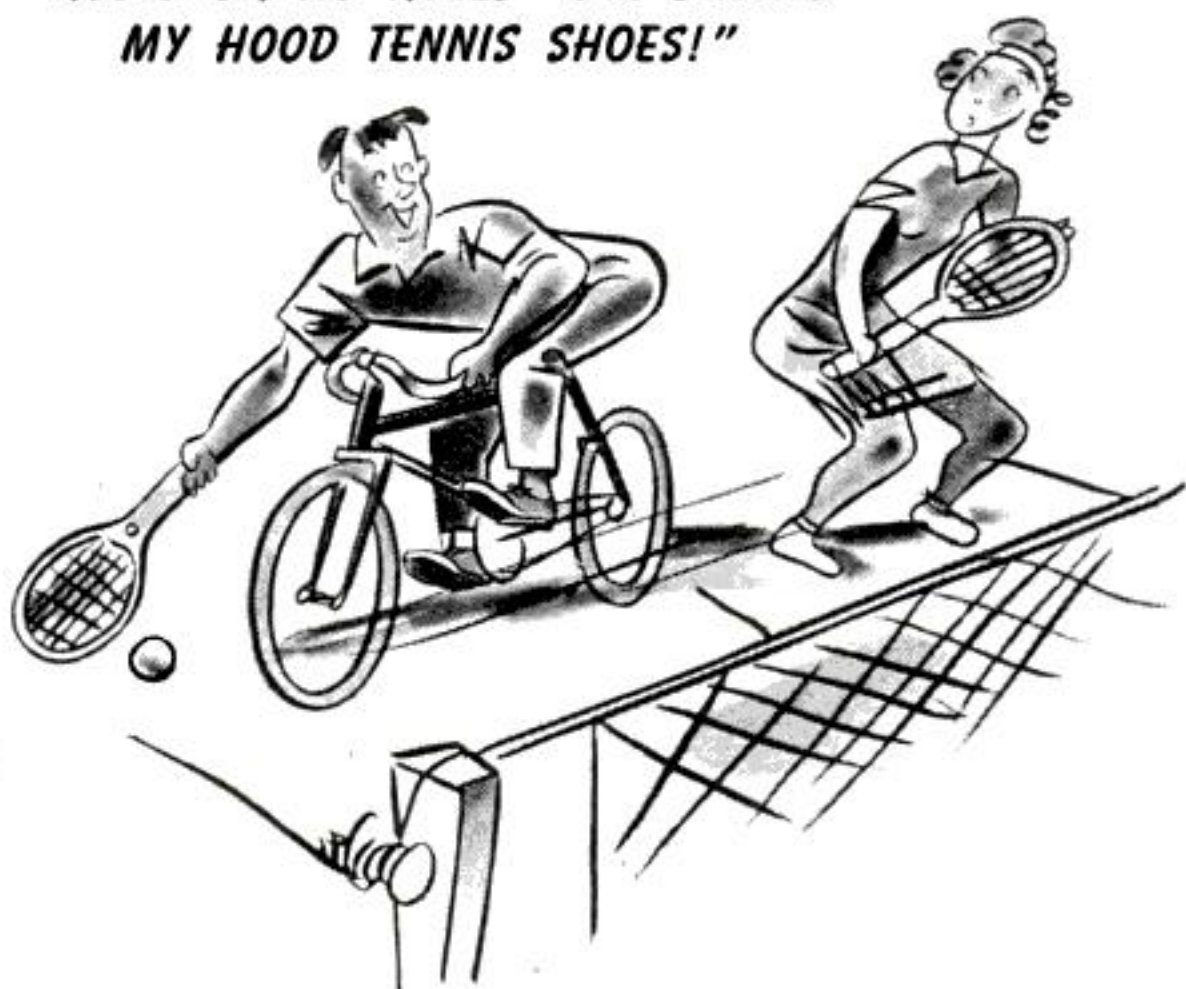
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Canvas shoes with rubber soles last longer if—

You take advantage of these four simple precautions:—

1. Wear your canvas shoes only for exercise. (Not for puttering in the garden!) 2. Dry carefully when wet—at room temperature—away from direct heat. 3. Do not leave out in the sun. 4. Store in cool, dry, dark place . . . As a further suggestion—save out-grown canvas shoes for use by younger members of the family. Remember, for youngsters and grown-ups alike—canvas shoes with rubber soles are the best type of footwear for general sports and body-building exercise. It's well worth while to make them last!



HOOD RUBBER COMPANY, INC., Watertown, Mass.

AMERICAN MILITARY TRADITION (continued)

strength but with the return of peace came the inevitable drop in strength to a level which openly invited aggression from foreign countries.

What the American people and their elected representatives consistently refused to recognize was not merely the hazard of such a policy but the terrific financial expenditures resulting from it with the outbreak of each new war. Certain professional athletes insulated from the service in shipyard jobs at \$30 per day were a sample of the price of unpreparedness in 1917. Indeed, in one instance America preferred to pay an annual tribute and ransom money year after year to the Barbary pirates rather than go to the expense and trouble of eliminating the nuisance. Only when we realized that a fleet could be built with the cash needed for the payment of such humiliating ransom during one year did we end the disgrace. As late as 1881 our fleet was something of a joke to European powers. An old print shows the fleet being reviewed by President Garfield. Of more than 140 ships listed, only twelve were fit to appear in the line of review. All were survivors of the Civil War, save one—the *Constitution*, a relic of the War of 1812.

As a result some foreign commentators repeatedly held that the martial spirit had evaporated from the American soul. One such diatribe in the Berlin press in 1861 scornfully pointed out that only one man in America then in military service (Winfield Scott) had ever commanded more than 5,000 men in battle. The premise was correct, but the conclusion that we had lost our martial spirit was fortunately false. Nevertheless the German attitude persisted in 1917 when it appeared in a masterpiece of effrontery—a note to the U. S. from Germany which described the conditions under which we might send one merchant ship a week to a designated British port. The ship was to be painted like a barber's pole. Its cargo was to be checked by Germans before sailing and also on demand in transit. America's answer was to declare war.

Each war in which we engaged has not only produced a national reawakening of the martial spirit but also the armies and fleets needed. Neither were we, as one critic averred, making our "armies out of nothing." In the intervals between major wars, frontier troubles and Indian uprisings kept the small nucleus of our Army in fighting condition. Over a hundred wars are listed in the archives of the War Department. All helped to harden the fiber of the men who made up the basic cadre for each wartime expansion. Hand in hand with the job of preserving peace on the frontier went the task of exploration. Army officers like Lewis, Clark, Pike, Phil Kearny and Fremont were in every sense the "advance guard of civilization," reducing the trackless West to a charted region. In the process a sound nucleus of soldiery was kept in fighting condition.

We have lacked "Great Captains"

A people naturally pacifistic in sentiment cannot be expected to produce Napoleons or Alexanders. No American has attained first rank among the Great Captains of history. Military geniuses like Alexander, Hannibal and Frederick II not only got their military lessons as boys at their fathers' knees but inherited veteran armies ready for combat. Others like Caesar, Marlborough, Gustavus Adolphus and Eugene either found at hand a finished fighting instrument or, like Napoleon, found it necessary only to infuse a spirit of victory into seasoned campaigners.

Unlike these military geniuses, the generals who have led American armies into the opening battles of our major wars have invariably been men of little experience. Battle experience alone is fully competent instruction in strategy and tactics. Large-scale maneuvers in peacetime are the single adequate substitute. Until 1940 no such maneuvers had ever been held in this country. Few of the men now commanding our combat divisions had handled a force larger than a skeleton regiment before 1941. Some had commanded nothing more than a battalion. If this is not quite the grim picture which General Ewell gave of our pre-Civil War Army in which one "learned everything there was to know about commanding 40 dragoons and forgot everything else," it still gives pause.

Under such conditions there is evidence of the latent capacity in a people which has produced leaders like Washington, Grant, Stonewall Jackson, Lee, Sherman, Pershing and now MacArthur. Moreover, the Army's present school system has at least given to the men who will direct the final offensive in the present war a vastly broader theoretical training than any previous group of American generals. Except for the units cornered by Japan's sneak offensive, they and their divisions will have had far more training prior to combat than any previous force which has fought our battles. Their final bit of

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ALSO STANDS ALONE at any angle

98¢ with Batteries

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CONTINUED ON PAGE 96

Something
NEW*
has been added!



**something that steps up smoking pleasure!*



PATI: Isn't it wonderful...having a swell permanent—and calmly smoking a new Old Gold...

BETTY:...which is also stylish...

PATI: And plain delicious.

BETTY: (*smoking happily*) Since something new* has been added, Old Golds are grand.

HAIRDRESSER: (*with respectful enthusiasm*) Just the word, Madame.

PATI: Ordinary cigarettes seem awfully dull. Golly, this tastes so good...

BETTY: Old Golds make smoking more fun!

AT CHARLES OF THE RITZ (New York City): At left, Old Gold fans Betty Thompson of Detroit and Pati Hill of Washington thrill to the skill of a world-famous hairdresser.



***LATAKIA**—a rare, costly, very *flavorful* Mediterranean tobacco... is the "something new" that now makes Old Golds so much better! For something new and delightful in cigarettes, get started on NEW Old Golds today!



This **WON'T** happen ...but this **WILL**

FLORABELLE, I HAD CUT YOU OUT OF MY WILL BECAUSE OF YOUR GHASTLY TEA. BUT NOW THAT YOU'VE CHANGED TO LIPTON, I'M LEAVING YOU ALL!

GLAD YOU'VE CHANGED TO LIPTON TEA, MY DEAR. IT TASTES SO MUCH BETTER.



Good tea is ripened slowly
Poor tea is ripened fast,
Just taste slow-ripened Lipton's,
The difference is vast!

Such tea has finer flavor,
It's mellower and rich.
So if you don't use Lipton's,
We recommend you switch.

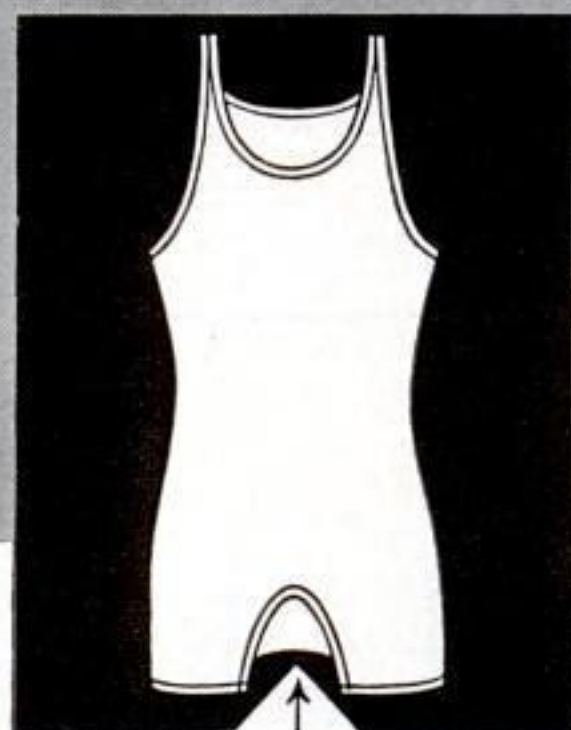


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TRY THE DELICIOUS LIPTON BLEND
IN MODERN, NEW-STYLE
LIPTON TEA BAGS, TOO!

Guaranteed **UNDERSHIRT COMFORT**
For the First Time!



• Go to your dealer. Get a Healthknit Kut-Ups Shirt. Wear it. If you don't agree that it's the most comfortable shirt you have ever worn, mail it to us, with your sales slip, and we will gladly refund every penny you paid—including postage!



• See that rosy bunch around this poor man's middle? That's because his old-style shirt can't fit when he sits. It has no place to go but up. So it crawls!

• See how that exclusive, patented Kut-Ups feature gets this shirt out of your lap! It fits when you sit. Can't creep, crawl, or climb. It's engineered for comfort!



Now undershirt discomfort is ended, once and for all! A simple, patented device—the exclusive "Kut-Ups" front—accommodates this new shirt to your body, whether you're walking or riding, standing or sitting! Take no one's word for this wonderful new comfort. Accept our guarantee that it will do all we say! Your retailer has Healthknit Kut-Ups or can get them for you quickly. Ask him.

STANDARD KNITTING MILLS, INC., Knoxville, Tenn.

Healthknit
TRADE MARK REG. U. S. PAT. OFFICE
Kut-Ups SHIRTS



EQUALLY PRACTICAL with either broadcloth or knitted shorts, "mids," briefs, or any others.



Queenstown Heights was a U.S. disaster in 1812 because our militia refused to enter Canada to help 3,100 regulars who were trapped when British counterattacked (above).

AMERICAN MILITARY TRADITION (continued)

good fortune is the knowledge that man for man and tool for tool they definitely outmatch their Asiatic foes.

One traditional factor in the general dependability of our fighting forces is their aloofness from politics. We have been spared such havoc as repeatedly frustrated the British Whig and Tory generals who tried to fight with an eye cocked and an ear open to political developments at home. True, Army men have ridden to high political estate on a tide of hero worship after their military jobs were finished. Washington, Jackson, Taylor, Benjamin Harrison, Grant and Teddy Roosevelt were elected to the Presidency after they had become popular heroes. Others, like Pierce, Garfield, Hayes and McKinley, although they had served in minor capacities, found a political asset in their military records. Pershing, by contrast, resisted every inducement to stand for political office. For the men in active service, participation in politics is by regulation taboo. The essential truth however goes deeper.

In the introduction to his book, Brigadier General Spaulding indicates the impossibility of the Army's producing a "man on horseback." The single effort in that direction was the already mentioned incident of the *Newburgh Addresses*, when Washington sternly recalled his men to their senses. General Spaulding remarks: "It is impossible to think of an army with its background and the instincts engendered from it, as a promoter of militarism or an instrument of oppression. Its commander in chief is a civil official, holding his mandate from the people and returning at frequent intervals, like Antaeus to the earth, for a renewal of that mandate. It is the people's army, and theirs alone. So long as the officials placed in power by them continue to hold their confidence, the Army is an instrument in the hands of those officials, to execute the mandate of the people. But when those officials lose the confidence of the people, a new administration with a new mandate succeeds to power, and the Army at once becomes the instrument of that new administration. . . . The personal opinions of its members have nothing to do with the case."

The writer might have added that the greatest single source of latent strength in our Army is the fact that it is a true cross-section of the nation's fit manhood. Whenever that fact was overlooked or deliberately ignored by the men charged with our political destinies, bitterness, inefficiency and avoidable bloodshed have been the result. The most conspicuous instance is to be found in the policy which until 1863 depended on volunteering and bounties to fill the ranks of the Army. In the Civil War the bounty jumper and the purchase of exemptions produced an army based on "the rich man's money and the poor man's blood." Federal bounties reached the sum of \$400. State bounties sometimes exceeded \$1,000. Even such sums failed to bring in the needed recruits and it became necessary for the Federal Government to follow the example of the Confederacy by introducing the hated draft. Efforts to enforce the Enrollment Act, as it was called, were promptly followed by rioting. In New York a four-day reign of terror resulted in some 2,000 deaths. The Civil War draft was executed by federal marshals backed up by detachments of armed men who went from house to house in search of their quarry. The reaction of the public to a system which treated them almost as common criminals is evident from the fact that 98 draft registrars were killed or wounded in the execution of their duties. Of the 1,300,000 men listed for the draft, only 48,347 were

actually drafted. Substitutes and the county accounted for the rest. Thanks to the late Brigadier General Hugh Johnson and his assistants, we were spared a repetition of this horror in 1917. The Selective Service Act of 1917, like today's, placed the military establishment on a thoroughgoing democratic basis. Selective service in short has made good our earlier and previously unjustified boasts that this American Army is fully representative of the entire nation. As such it is far more easily welded into an effective fighting machine than the nondescript aggregations of volunteers, militiamen and regulars who fought our major wars before 1917.

Deeply rooted in our national psychology is a tradition for taking the offensive. The very thought of defensive strategy violates the average American's well-developed sense of racial superiority. This ignores the fact that American armies have often been thrown on the defensive and that our major strategy in our two wars with Britain was wholly defensive. What Americans choose to remember are the successful tactical offensives which highlighted those grim years: Washington's crossing the Delaware; Arnold's counterattack at Bemis Heights which seized a section of Burgoyne's entrenched camp and led in a few days to British surrender; Washington's swift dash from the Highlands to Yorktown, where, in co-operation with the French, he cooped up Cornwallis and brought a successful end to the Revolution.

Down through the years this spirit of attack developed until it dominated American tactics. Usually it squared with the facts, but when fundamental principles of tactics were ignored or violated, the result was usually fiasco or disaster. The several futile attempts to invade Canada in 1812 and the First Battle of Bull Run illustrate such follies. When during the Civil War both the North and South were committed to a strategy of attack, a topsy-turvy situation resulted in which Lee was testing the final ounce of Union resistance at Gettysburg while on the same day Grant, deep in Confederate territory, was receiving Pemberton's surrender at Vicksburg. Late in 1864 that situation was exactly reversed with Grant besieging Richmond and Petersburg while Hood was striking at the gates of Nashville.

"The Rock of the Marne"

In 1917-18 Americans carried the spirit of attack across the Atlantic. One morning General Dickman's Third Division held a sector on the Marne, flanked by two French divisions. By nightfall it had won immortality as the "Rock of the Marne." Ludendorff's last great drive had swept across the river, driving the French divisions back. Fighting in three directions, while in constant danger of being cut off, Dickman's division fought all day. American artillerymen slipped through the tall grass to man the batteries of 75's abandoned by the French. With them came infantry who caught the surprised Germans in the flank. The story is best told by a German officer: "Never have I seen so many dead, nor such frightful sights in battle. The Americans . . . had lain in the grain, in semicircular formation, had let us approach, and then from 30 to 50 ft. had shot almost all of us

CONTINUED ON NEXT PAGE



British burned the Capitol in Washington in 1814 after militia broke before British regulars at Bladensburg. White House, War, Navy and State departments also burned.



1. These shoes, about to be discarded, are examples of unnecessary waste. With materials, labor and machines needed by the government, American families are finding it economical, as well as patriotic, to have shoes resoled and heeled.

2. At a low cost, shoes can be rebuilt like new. Shoemakers have the equipment and the experience to do an excellent job of shoe rebuilding. With new heels and soles, shoes are good for months of hard wear—are more comfortable than a new pair.



3. This is the same pair of shoes, rebuilt with O'Sullivan Heels and Soles. Because O'Sullivan Heels and Soles are made especially wear-resistant, they will give a maximum of satisfactory wear. Important, too, are their low cost and the walking comfort they give.

4. Economy for Women. O'Sullivan now makes a new ladies' thin "lift". These lifts will give remarkable service. They are neat and dressy. They help prevent slipping and give long wear. Women who appreciate added economy, added comfort, and high style ask for O'Sullivan's ARISTOCRAT THIN LIFTS.

Defense Begins at Home—Save by Having Your Shoes Rebuilt Buy Defense Bonds with the Savings



O'Sullivan's
"Tough and Springy"
HEELS AND SOLES

O'Sullivan Rubber Company, Inc., Winchester, Virginia

Van Raalte JAMETTES

A SHORT CUT TO COOL SLEEP



"BECAUSE YOU LOVE NICE THINGS"

VAN RAALTE • STOCKINGS • UNDERTHINGS • GLOVES 417 FIFTH AVENUE, NEW YORK CITY



Army explorers opening up the far West included Lewis and Clark who paddled and marched 8,000 miles round-trip from St. Louis to Columbia River (above) in 1804-06.

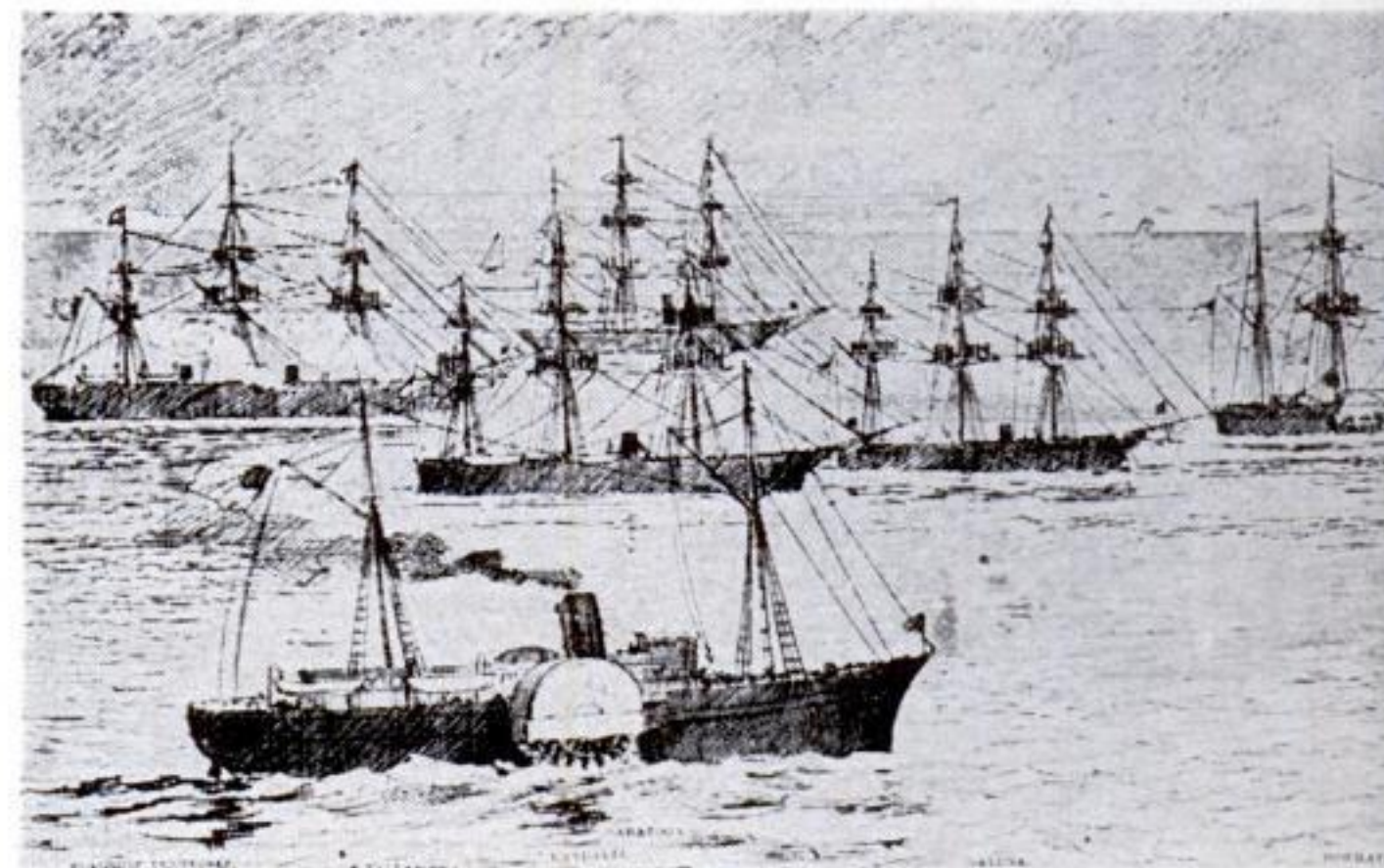
AMERICAN MILITARY TRADITION (continued)

down. This foe had nerves, one must allow him this boast; but he also showed a bestial brutality. 'The Americans kill everything!' That was the cry of horror which long took hold of our men."


In his official report to General Pershing, General Dickman commented: "Although the rush of the German troops overwhelmed some of the front-line positions, causing the infantry and machine-gun companies to suffer, in some cases a 50% loss, no German soldier crossed the road from Fossoy to Crezancy except as a prisoner of war, and by noon of the following day there were no Germans in the foreground of the Third Division sector except the dead."

It was sound defense, at terrific cost, which gave the Third its new title. It was the spirit of the offense which produced the counter-attack, offsetting the failure of the French and providing a solid basis for the coming general counteroffensive. Down to 11 o'clock on Armistice morning that offensive spirit carried the American tide. Hitler may preach that the Germans were not beaten in battle, but the Germans who were on the firing line have never taken part in that claque.

What the offensive spirit will mean to America in determining the final issue of this war is already clear. What it may do in prolonging final victory if the offensive is precipitately launched is quite another matter. To the average American all military strategy must be classified under one of two heads: offense or defense. Unable to tolerate the thought of defense, he demands an attack. He applauds the recent statement of General George C. Marshall, Army Chief of Staff: "The time has now come when we must proceed with the business of carrying the war to the enemy." What he overlooks is that General Marshall has given no endorsement to the repeated proposals for an immediate sea-and-air offensive against Japan proper. Nor has General Marshall mentioned the project, outlined by Lieut.-Colonel W. F. Kernan in his book, *Defense Will Not Win The War*, for an all-out United Nations offensive on Italy, or the vague general clamor




U. S. Fleet in 1881 was this sad collection of wooden ships, including the 84-year-old frigate *Constitution* (background, top center). Soon afterward, however, the U. S. began



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86
PROOF



New York draft riots in 1863 climaxed in a pitched battle before offices of the *Tribune* (above). Mob was later checked when a howitzer was placed in *Tribune's* front door.

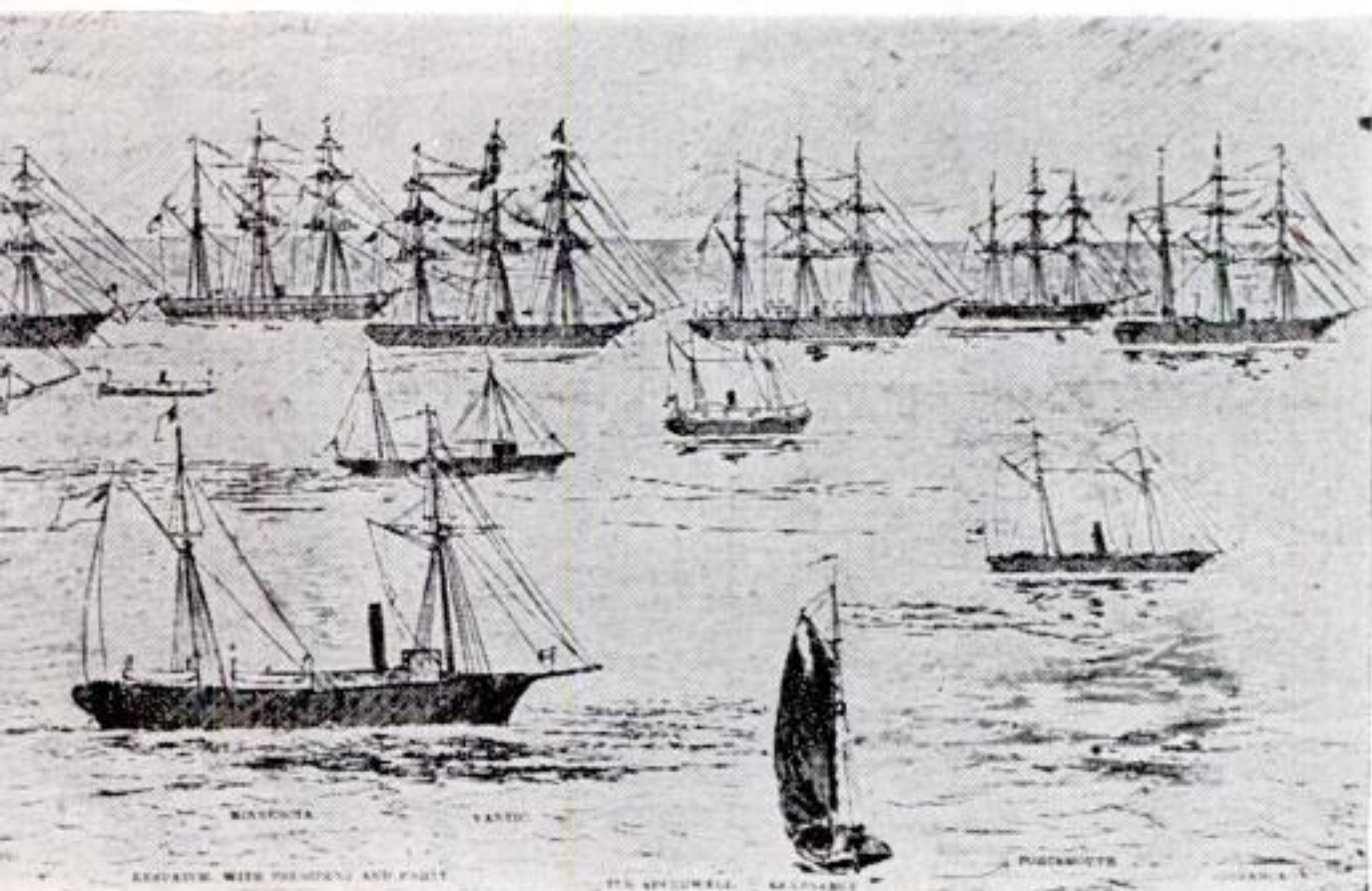
that every man, ship and plane shall be hurled at the enemy without delay.

Without exception, the proponents of an immediate full-scale offensive by America have little or no conception of the supply problems involved. Their ideas suggest the desperate gamble of a commander risking everything on a final throw. In war all things are possible and the day of the last gamble may conceivably come to America. It is not here now. With a latent strength in men and materials such as not even Germany and her satellites can muster, our primary concern lies in making every blow an effective blow. When the doughboy and his 14 tons of supplies can be delivered to the scene of action in sufficient quantity, followed by a monthly flow of about two tons for his maintenance (for armored divisions the figures run materially higher), an all-out offensive becomes an assured fact. When that time comes, the initiative will revert wholly to the United Nations. But until that day our policy must be one of *active defense* preparatory to the seizure of the initiative. Active defense does not rule out attack. On the contrary, it calls for tactical attacks at every vulnerable enemy point, inflicting losses and reducing his immediate superiority of striking power.

Can we take the offensive?

Lieut. Colonel Kernan produces a neat formula of risk-all-and-win-all, supported by a carefully selected series of historical instances. A wider, less discriminating selection would have left his conclusions in doubt. He rules out consideration of such abortive offensive efforts as Britain's in Norway and Greece. These, he discovers, failed because of faulty planning and execution and inadequate forces. He assumes that the American drives which he visualizes at this time will not suffer from similar inadequacies. Assumption is not enough. The truth as to our situation in these respects is necessarily a military secret, known only to those who are charged with the planning and execution of the war. They, and not the public, must decide

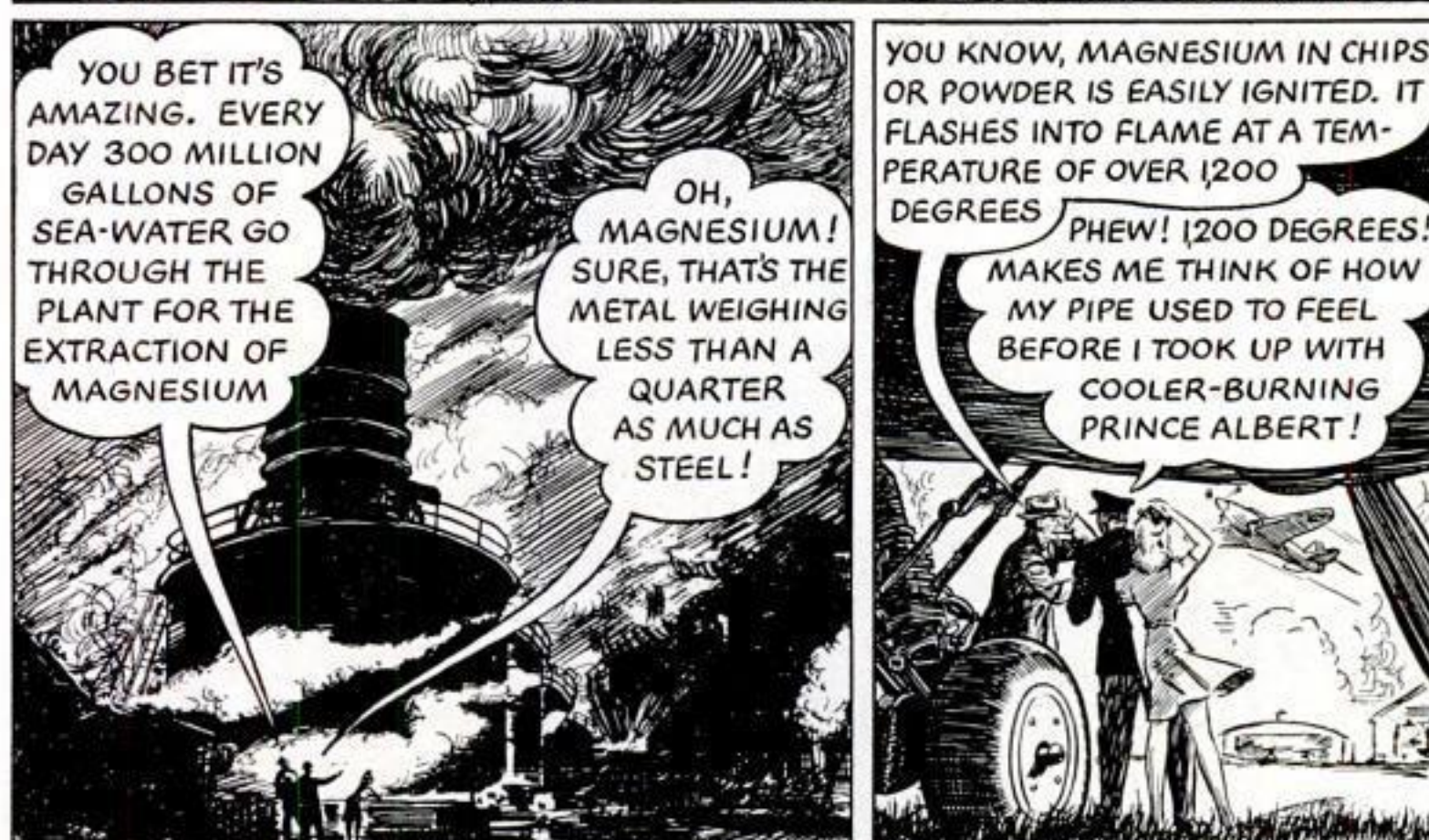
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building a new fleet of steel ships and with Mahan advancing the theories and Dewey and Schley providing the victories, the U. S. Navy became a first-class fighting force.

WONDERS OF AMERICA

Bombers from Brine!



IN RECENT LABORATORY "SMOKING BOWL" TESTS, PRINCE ALBERT BURNED

86 DEGREES COOLER

THAN THE AVERAGE OF THE 30 OTHER OF THE LARGEST-SELLING BRANDS TESTED — COOLEST OF ALL!

MAGNESIUM ALLOY PARTS CUT OVER 300 POUNDS OF WEIGHT FROM THIS BOMBER. IT'S LIGHTER YET STRONGER

THAT'S MODERN SCIENCE FOR YOU! ALSO, LOOK AT PRINCE ALBERT TOBACCO FOR EXAMPLE. IT'S Milder YET RICHER-TASTING



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Double-Acting — Double-Quick! MOBILGLOSS

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Aspecial blend of solvents quickly removes road film, dirt and grime. The rich original color and lustre reappear. Then a few more strokes of the cloth bring up a brilliant polish. It's a real beauty treatment!

Protect and Preserve the Finish— MOBILWAX

• If you wish a protecting wax finish, use MOBILWAX. This comes in convenient tubes—in creamy wax form, which makes it exceptionally easy to apply. Requires only gentle buffing to produce a lustrous protecting sheen that lasts. You save time and work.

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BY SOCONY-VACUUM



General Joseph T. Dickman, whose Third Division won fame as "The Rock of the Marne" in 1918, decorates flag of a regiment that participated in the brilliant counterattack.

AMERICAN MILITARY TRADITION (continued)

when, where and how our major attacks are to be delivered. Their decision must be concerned not merely with our own efforts but with the necessity of maintaining an uninterrupted flow of munitions and supplies to our allies. It is to the combined efforts of the United Nations and not to scattered individual attacks that we must look for victory. And before we can allocate the men and supplies for a major offensive we must be certain that Britain is not knocked out, that Russia is not knocked out and that Japan and Germany do not effect a junction in India or the Middle East.

"What Hitler does we can do better" is the oft-repeated comment of those who chafe over our present strategy. This comment overlooks two vital facts. First, it forgets that Hitler moved only when he was fully ready. In 1934 the mobilization of the Italian Army was enough to prevent the Nazi seizure of helpless Austria at that time. Two years later the German generals who marched into the Rhineland had orders to withdraw at the first sign of French counteraction. Gambling on French inertia, Hitler won. Nevertheless he was set to cut his losses if he discovered that he had guessed wrong. As late as May 1938, Czech mobilization put a prompt end to similar measures on the German side of the border. By 1939 Germany had rearmed to the extent that all of her offensives were based on an assured preponderance of power at the point of decision. Excepting only Russia, her opponents were by comparison amateurs in warfare—the second vital fact forgotten by those who misread Hitler's strategy. Six years of uninterrupted concentration on preparation for war made it possible for Germany to slough off whatever amateurism she had developed in the years of peace. By contrast, the democratic peoples are being forced to turn professional in a fraction of that time and under pressure of actual combat.

Today we face realities

We are paying today for having refused to face realities for 20 years. However high the cost, we will only increase the bill by hurling ourselves too precipitately into an attack which the enemy would welcome. The military gambler pays twice for his premature ventures, as McDowell and President Lincoln discovered in 1861. The initial losses are later followed by the often heavier costs of retrieving the situation. More serious still is the blow to national morale when unwarranted hopes are dashed by military disaster. The waves of defeatism which swept the North in 1863 and 1864 are largely traceable to the failures of such ill-conceived and badly executed offensives as Pope's at Second Manassas and Burnside's at Fredericksburg.

The realities of our situation delay but do not deny the opportunity for the offensive. When and how our full military strength is to be unleashed depends not so much on any plans which may be made by the Army and Navy as on the manner with which the home front conducts its offensive. Donald M. Nelson, head of the War Production Board, pointed out the situation clearly in his radio address on March 10: "The attack begins here—here at home—here on the production line. It is a production offensive we must have before we can carry the war to a successful offensive against the enemy. . . . The necessity for having those weapons [planes, tanks, ships and guns] now transcends all other matters in the public mind, either political or economic."

Coupled with the tradition of the offensive is the historical fact that the United States has never lost a war. Some may object that



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Many Never Suspect Cause Of Backaches

This Old Treatment Often Brings Happy Relief

When disorder of kidney function permits poisonous matter to remain in your blood, it may cause nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up nights, swelling, puffiness under the eyes, headaches and dizziness. Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from your blood. Get Doan's Pills.

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MENDS 'MOST ANYTHING

Needs no mixing. Mends wood, glass, china, toys, etc. Ask for Iron Glue—largest selling 10¢ glue. Sold 'most everywhere. McCormick Sales Co., 408 Light Street, Baltimore, Md.



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It used to be hard, disagreeable work to scrub and scour the unsanitary film and stains on toilet bowls. But no more! Sani-Flush does the job scientifically. Every application cleans away many recurring toilet germs and a cause of toilet odors. Use Sani-Flush at least twice a week.



My toilets GLEAM!

Don't confuse Sani-Flush with ordinary cleansers. It works chemically. Cleans the hidden trap. (Also cleans out auto radiators thoroughly.) Sani-Flush is absolutely safe in septic tanks, toilet connections and auto cooling systems, when used according to directions on can. Sold everywhere in two convenient sizes. The Hygienic Products Company, Canton, O.

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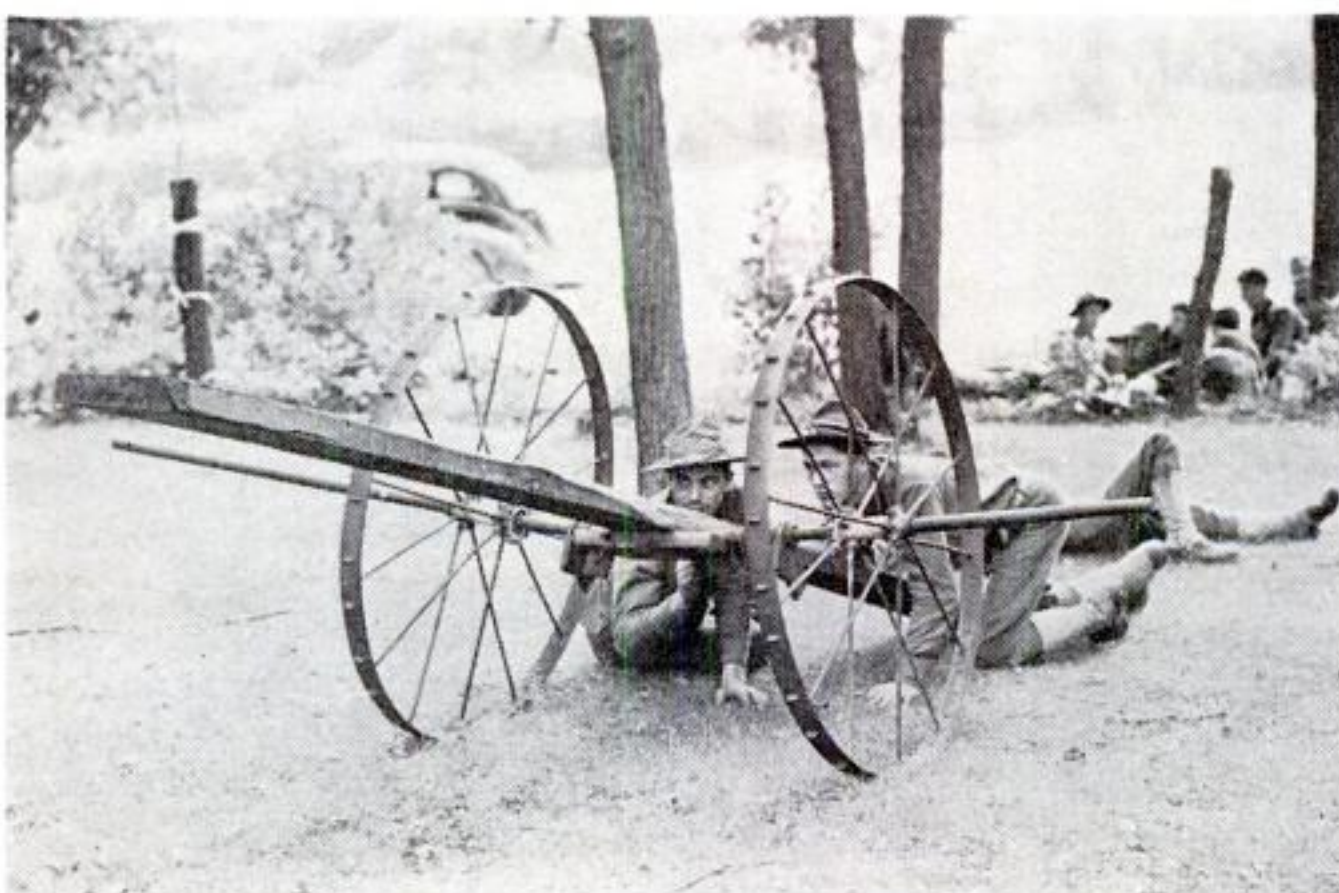
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the War of 1812 cannot be listed as a victory, but at worst it was a draw. In the two and a half centuries American Colonials and later the United States found themselves involved in every general war which broke out on the European Continent. This time our involvement is on a wholly different scale from our previous experiences.

To maintain our record of no defeats, we will do well to reexamine the weakness and strength of our traditions. The weakness is that of a people which refuses to recognize a threat from abroad until the situation is desperate, and then proceeds too slowly to develop its fighting forces. The bombs on Pearl Harbor did something more than prove the carelessness of armed forces that should have been fully alert to their danger. They indicted a nation. On the other hand the strength of our traditions lies in the courage, intelligence and resourcefulness which we have finally mustered to meet our enemies through 250 years. Today we have passed the first hurdle in our re-education in realities. We have still to realize fully, however, that the trajectory of a shell does not begin at the muzzle of a gun, but at the starting point of a production line. Once this lesson is mastered, we will fall in step with a tradition which has yet to taste defeat.

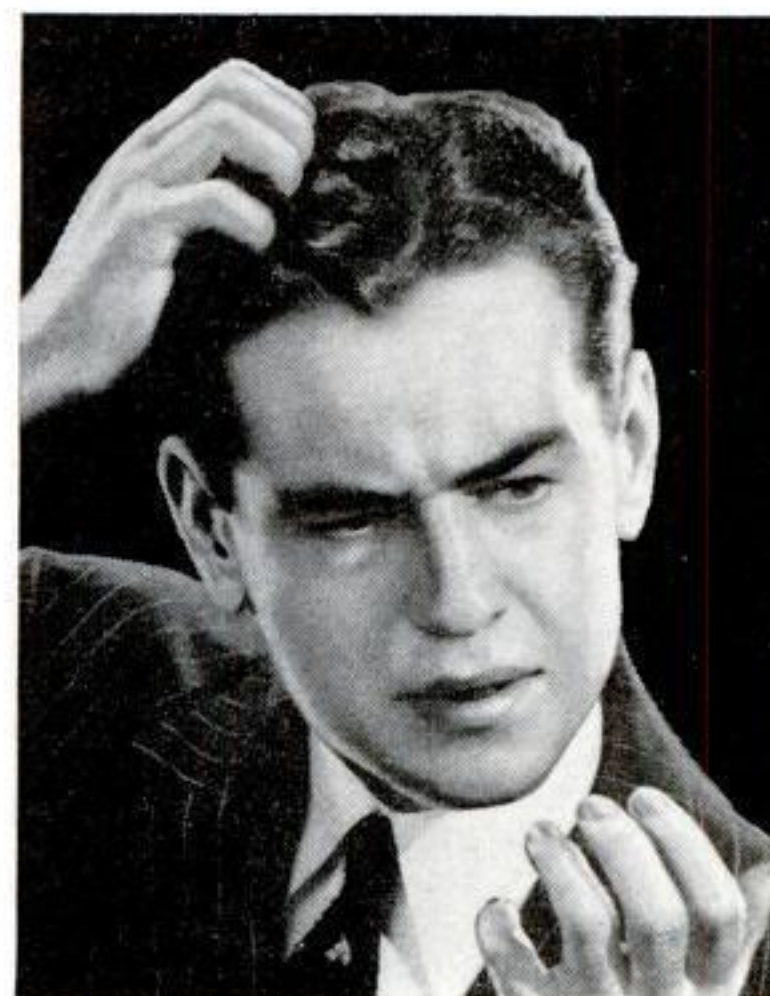
Mistakes we must not repeat

It is entirely possible that the end of the war will find the U. S. the most powerful single nation in the world. The longer the war, the greater the possibility. If in that moment of armed strength we adhere to our traditions, our military strength will be promptly scrapped, undercutting our diplomacy once more and leaving our foreign policy as futile as it was at Geneva in 1927 and 1931; as ineffective as it found itself in stopping Japan in 1931 and Italy in 1935. A little realism in the day when we were building a fancied bomb-proof with our Neutrality Act would have given us the armed force to stand squarely behind Britain and France in the early tests with the newborn Nazi power. It might have made it possible for them to cut the German dictator down to size before the danger became acute. It is of course more than probable that, even though we had possessed the necessary armed strength, the isolationist sentiment of 1935 would have prevented Washington from taking a positive stand in Europe's troubles. What is important is Hitler's knowledge that we did not have the military force to back up any representations which we might have made. All that is spilled milk—useful only if, in the job of mopping it up, we learn how to avoid the next stumble in the dark. The next stumble—a return to traditional disarmed isolation—would be infinitely more dangerous, fraught with far more serious consequences to the world than ever before. The danger is foreseen in the Atlantic Charter, contemplating as it does the exercise of police power by the United Nations to nip in the bud any re-emergence of the hardy perennials of Axis dynamics. The job will not be done by a corporal's guard nor yet by the token armies which have characterized our peacetime establishment. We cannot count on a powerful Navy, even though backed by a strong air arm, to handle the task. At least in the early years when a new generation of Axis youths and striplings is learning a way of life which alone can assure world peace, strong land forces will be needed to preserve order. Without them we can be certain only that we will once more lose the peace. We must scrap two complementary traditions which together have cost us dear throughout our history—military weakness and losing the peace. If we have learned our lesson at last, the price we have paid is not too great; if not, we mock the dead and those who still must die in this "War of Survival."



U. S. unpreparedness, a recurrent failing, was symbolized by this "gun" at 1940 maneuvers. Our air and Army personnel then ranked about ninth in size among all nations.

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SCRATCH YOUR HEAD and see for yourself. Is loose ugly dandruff spoiling the good looks of your hair? Don't let it! Use Wildroot-with-Oil. The famous Wildroot formula that's been chasing dandruff scales for 30 years, plus pure vegetable oil that grooms without grease...



YOUR HAIR CAN LOOK LIKE THIS if you get a bottle of Wildroot-with-Oil today! Its safe, powerful 3-Action grooms the hair...relieves dryness...removes loose dandruff. Get a bottle today at your nearest drug counter. Available in four popular sizes. Also in Regular Formula (non-oily). Professional applications at your barber.

WILDROOT



Life Goes on a Bicycle Weekend

Shippen School girls and Franklin & Marshall College boys pedal through Pennsylvania's lush Lancaster County

It was a pleasant morning in spring when six girls from Lancaster's fashionable Shippen School and six boys from Franklin & Marshall College started on a 20-mile trek to Churchtown, heart of the county's historic Amish settlement. Far from their thoughts was the war with its prospect that another six months would see most of the boys in uniform. For the present they were just having fun.

They wandered along country lanes overhung and fragrant with full-blossomed fruit trees. When the sun was high in the sky they stopped for lunch and wad-

ed in a brook, then continued their leisurely way to a small country hotel in Churchtown where the dean of F & M with his wife met them for dinner and chaperoned for the night. Next morning they explored the rich countryside checker-boarded with farms and fields of the Amish and Mennonites, to whose providence Lancaster County owes its reputation of having never known a crop failure in its 250-year-old history.

These young cyclists are fortunate to be numbered among the millions of Americans who have bicycles, as against the hundreds of thousands who would like to

have them. The number of bicycles and riders in the U. S. has increased by more than a million since 1940. And, until the recent Government freezing order, manufacturers were hard put to supply the demand. For the first time in almost half a century the League of American Wheelmen met in national convention in Chicago last month. There they recalled the days when bicycles were banned from the parks "because they scared horses and old ladies," and revised their dissertation on "Road Etiquette," printed in 1897, to embrace the commonsense rules for cyclists illustrated on pages 104-105.



Budding poplar trees make a shady stretch for the cyclists a few miles outside of Lancaster. Later this spring the plowed

fields on either side of lane will begin to produce vegetables for the city's Farmers' Markets, famous for generations. Riding

four abreast on this isolated country lane are, left to right: Polly Barr, Jim Clark, Barbara Bell and Frank Schaffner.



Cyclists race uphill toward a covered bridge, historic landmark over which wagons hauled crude ore from hills in the background to iron foundries near Churchtown more than a century ago.



Bicycle serves as stepladder for Barbara Bell, who clambers after elusive apple blossoms with the willing assistance of Frank Schaffner. This feat is not included in safety rules for bicycles.



Hamburgers cooked over charcoal were mainstay of the picnic lunch. Barbara, having fed inner woman, beams contentedly.



Hero of the day was Frank, who charmed not only docile garter snake but feminine audience. Barbara Smith is at right.



First-aid kit came in handy when Cynthia Draper skinned her knee. Coby Swank applies roller bandage with nice precision.



Amish buggy paces bicycle brigade. Behind its sober curtains is an Amish family out to do Saturday afternoon shopping in Churchtown. Amish believe it is wicked to have their pictures taken.



Bunching up for conversation, cyclists decide to sprint on last lap before dinner. Forty years ago they would have been arrested for "scorching" (exceeding the 10-mile-per-hour speed limit).

SAY, BEECH-NUTS ARE THE
MODERN SMOKE — LONG,
SMOOTH, AND MIGHTY NICE

... BUT NONE THE LESS
YOU GET 'EM AT A GOOD
OLD-FASHIONED PRICE!



Today's High Cigarette Prices needn't bother you . . . The modern KING SIZE BEECH-NUTS cost you *less*—yet you can't buy a finer cigarette at *any* price! Extra-long, extra-smooth, extra-easy on your throat. Try BEECH-NUTS, today!

PRODUCT OF P. LORILLARD COMPANY



**Sound as a drum
next day!**



SHEP FIELDS
uses White Rock to help
keep fit. Listen to his
new band, featured on
Bluebird Records. It's
the only one of its kind
in the world.

WHAT SHEP FIELDS DID:



Wednesday night he saw to
it that his highballs were
mixed with tangy White Rock.



Before going to bed and
again in the morning, he had
a glass of plain White Rock.



Beneficial, natural
mineral salts in White
Rock combat acidity.
Help protect you
against over-acidity.
Make you feel better
next day. Improve
your highball.

FEELING FINE THANKS TO

White Rock

SPARKLING MINERAL WATER

ALWAYS MIX
WITH



ON THE
ALKALINE
SIDE

Other White Rock products: Sarsaparilla, Ginger Ale and Q-9 (for mixing gin-and-tonic)

(continued)

"DON'TS" FOR BICYCLERS



Don't hitch rides on the backs of trucks or other vehicles. Last year 900 bicycle riders were killed in traffic accidents. This is one of the most common causes.



Don't carry passengers on handle bars. Barbara may land in the middle of the road because Frank can't see around her. Handle bars are meant for steering.



Don't crowd passing cars. Cyclists ride with, not against, traffic and should obey traffic rules, hug the right side of the road to allow passing cars plenty of room.



Don't ride with arms locked. This is a pretty picture, but Polly and Jim would be out of luck if a car whizzed by. Polly's wobbling front wheel is out of control.



Don't light a cigaret while riding. It takes two hands to guide a wheel. Second after this picture was taken Dutch Hamscher fell off his bicycle and cut his hand.



Don't repair wheel in the middle of the road. If you must stop, draw your bicycle up well off the highway and go to work. This cyclist is begging for trouble.



Big, Bright and Beautiful **DUNDEE TOWELS**

Soft and fluffy enough for even Baby to cuddle into after his bath.
Big and strong and absorbent enough for even the fussiest man in your family. Designed by Joseph B. Platt, famous artist-designer, the charming patterns and glowing colors enrich your bathroom walls. The modest prices stretch your budget a long way. Choose Blossom Peach (as illustrated), Peony Pink, Cornflower Blue, Mint Green, Star Turquoise. Bath, hand, wash cloth sizes. At your favorite store. From the looms of Georgia-Kincaid Mills, Griffin, Ga.
Selling Agents: Woodward, Baldwin & Co., 43 Worth St., N. Y. C.

Dundee is proud to do its part for our fighting men! Increasingly larger quantities of Dundee Towels are being supplied to our armed forces.

THE NAME TO REMEMBER WHEN BUYING TOWELS...



MOVIES





Coward comes out of a tank, 3 ft. deep, in movie studio after filming the raft scene on opposite page. Here he is conferring on retakes with his co-director, David Lean.

NOEL COWARD WRITES, DIRECTS AND GETS VERY WET FOR BRITISH NAVY

In foreground of the opposite page dapper Noel Coward, smeared with oil, clings to a raft after the sinking of a British destroyer. This is a scene from *In Which We Serve* in which Coward serves in his customary capacity as author, director and star. It is only one of his many war jobs, such as giving six free concerts a day, never refusing a number even when his light voice has become a croak.

Financed by the British Navy, *In Which We Serve* is the story of one destroyer, of which Coward is captain, from its launching in 1938 to its sinking in 1942, including most of Britain's big naval actions from Dunkirk to Crete. It will be released this summer.

As a director, Coward impresses his associates with his new discipline. In the studio in London, shooting begins at 8:45. When an actor showed up at 8:45 without his make-up, Coward tapped his foot. When the actor also muffed his lines, Coward said: "You don't appear to take much interest in your part. You're fired." He was.

After days of being doused with oil and having buckets of water poured on him to make him look properly bedraggled, Coward said, "Someone remind me to make the next one a drawing-room comedy."



This shows "process shot" filmed in studio with ship in foreground and movie sky projected in background. Hollywood studios will not release backstage pictures like this.

CONTINUED ON NEXT PAGE



PALEFACE NEEDS PINK MEDICINE!

Whether we're youngsters or oldsters, we all pay Nature's price for over-indulgence . . . a sour, sickish, upset stomach. The situation calls for something soothing . . . Take PEPTO-BISMOL!

Never Upset an Upset Stomach! An overloaded stomach needs gentle comforting . . . not harsh spurring with overdoses of antacids or drastic physics! Take PEPTO-BISMOL! This pleasant-tasting preparation is neither antacid nor laxative. Its action is different. It spreads a soothing, protective coating on irritated stomach and intestinal walls . . . thus helping to calm and quiet common digestive upsets.

Recommended for children as well as adults. Three sizes at your druggist's—or by the dose at his fountain.

Take soothing PEPTO-BISMOL . . . to relieve sour, sickish, upset stomach; distress after over-indulgence; nervous indigestion; heartburn . . . And to retard intestinal fermentation; gas formation; simple diarrhea.

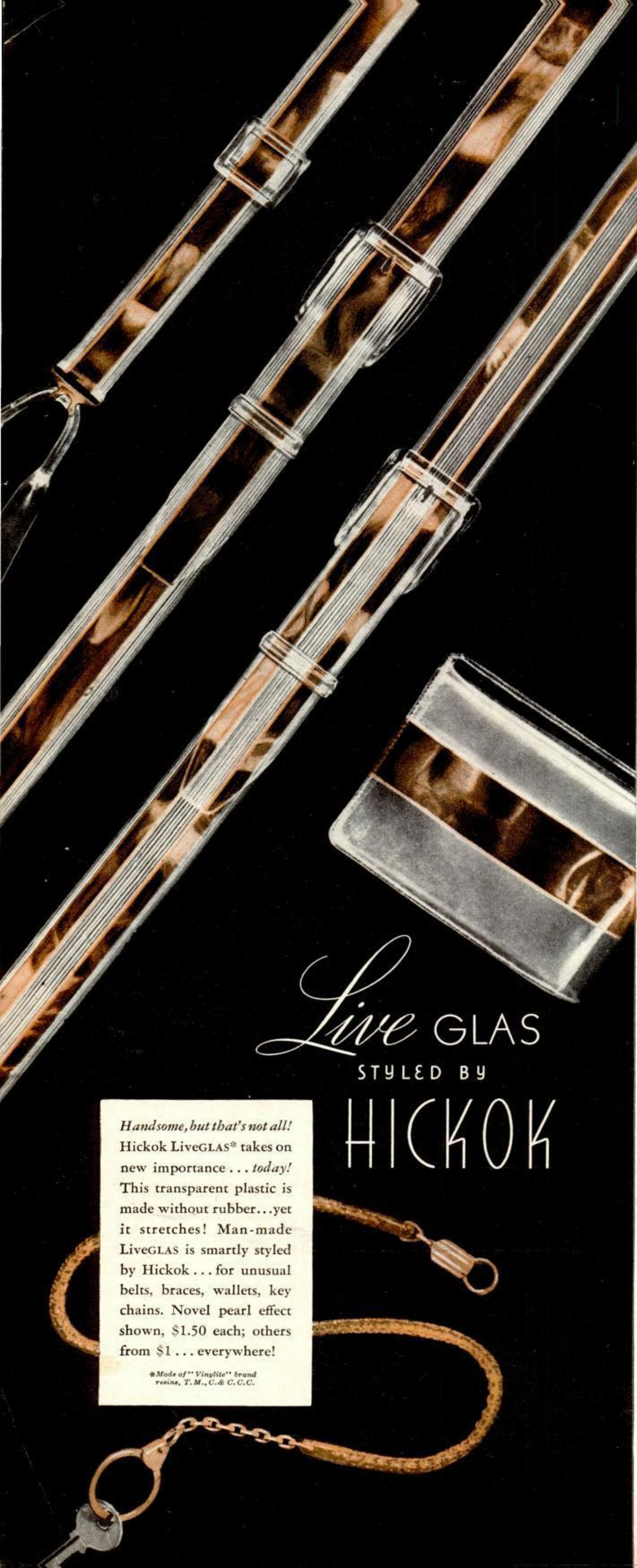
Norwich
Makers of
Unguentine



PEPTO-BISMOL FOR Upset STOMACH

This formula is known and sold in Canada as P. B.

*Reg. U. S. Pat. Off.



Live GLAS
STYLED BY
HICKOK

Handsome, but that's not all!
Hickok LiveGLAS® takes on
new importance . . . *today!*
This transparent plastic is
made without rubber...yet
it stretches! Man-made
LiveGLAS is smartly styled
by Hickok . . . for unusual
belts, braces, wallets, key
chains. Novel pearl effect
shown, \$1.50 each; others
from \$1 . . . everywhere!

*Made of "Vinylite" brand
resins, T. M., C. & C. C. C.

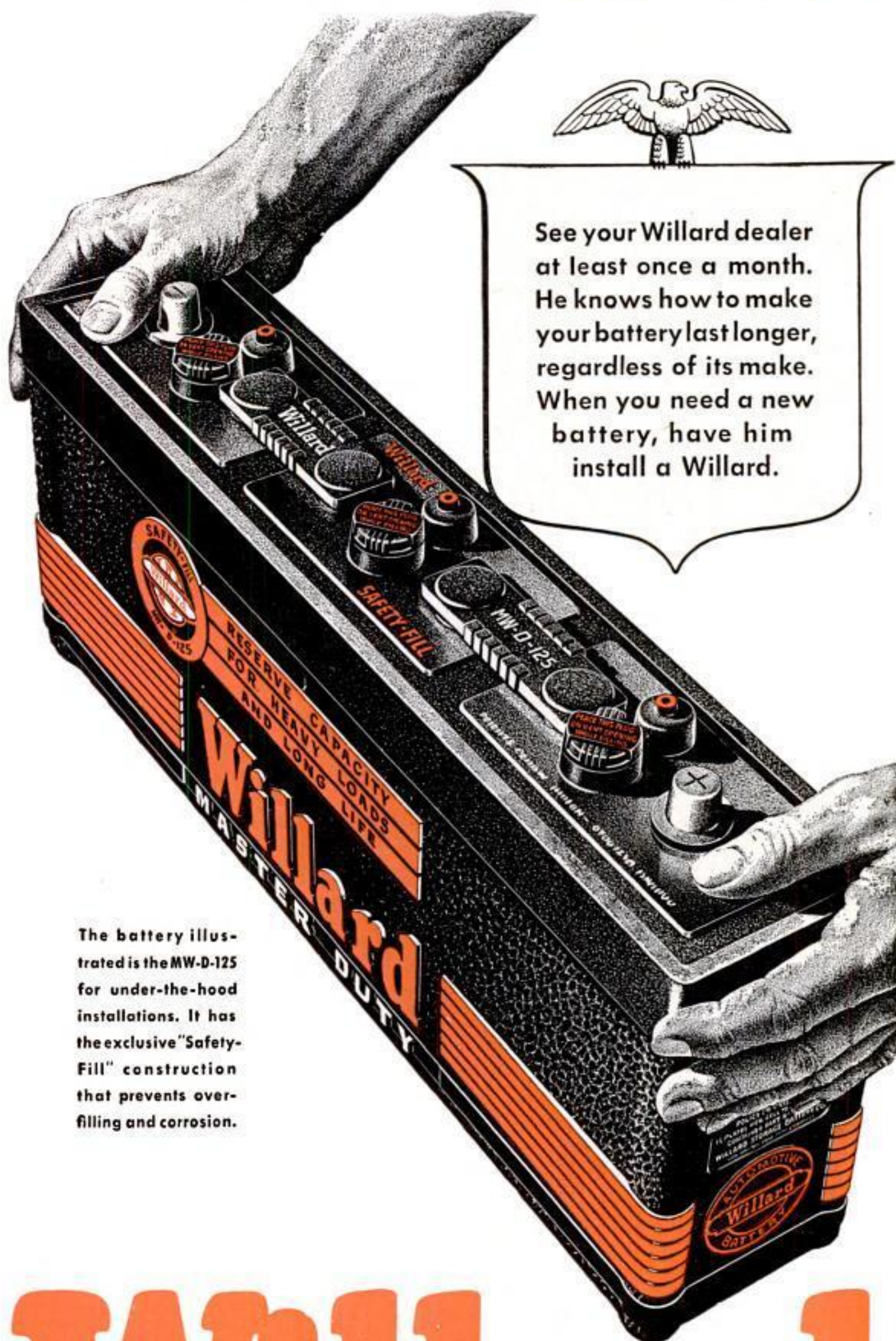
Coward's Movie (continued)



On this prop destroyer, H.M.S. *Torrin*, Noel Coward plays captain in his new movie. Largest ship ever built in a studio, it is 200 ft. long, built to scale mainly of wood, plaster and some scrap iron. Funnels are made of cardboard. Technicians have been



LONG on Life



The battery illustrated is the MW-D-125 for under-the-hood installations. It has the exclusive "Safety-Fill" construction that prevents over-filling and corrosion.

Willard

SAFETY-FILL BATTERIES

have the **power** to carry on

WILLARD STORAGE BATTERY CO. • CLEVELAND • LOS ANGELES • DALLAS • TORONTO

careful over details as they know any boner will earn them quarterdeck laughter from the Navy. Ship is rolled by compressed-air cylinders controlled by a worker named Bill, so studio often echoes with the sound of Coward calling, "Hold your rolling, Bill!"

Gail Patrick says... "Best cleaner
I know for white shoe care is

SHINOLA Lotion **WHITE**



GAIL PATRICK'S CLASSIC
SPECTATOR SPORTS BY I. MILLER,
FROM I. MAGNIN, HOLLYWOOD—
PERFECT SNOWY WHITENESS
BY SHINOLA LOTION WHITE



See lovely Gail Patrick featured in M-G-M's "We Were Dancing" at your favorite theater soon!

**Not only makes shoes
snowy-white—but actually
helps keep them "young"
and longer lasting!**

• You'll like new Shinola White because it's *more* than just an excellent white shoe cleaner! This grand, fresh lotion-cleaner contains a remarkable special ingredient that actually *helps keep your shoes flexible*—gives you longer wear from every pair! That means a lot today. So try Shinola White... and size up its performance for yourself on all these *six* important points:

1. **SEE** Shinola's *whitest white pigment* restore all kinds of white shoes to snowy whiteness in a jiffy!
2. **WATCH** how its special active cleanser

BETTER 6 WAYS!

Your choice of bottle, tube, or jar—each complete with applicator.



banishes surface stains, smudges *fast!*

3. **NOTE** how it *stays creamy*—doesn't separate. Always the right consistency to spread evenly, cover thoroughly. Dries quickly, non-streaky too!
4. **FEEL** how *soft* and *comfortable* shoes become as Shinola White's special ingredient helps keep leather lively and flexible—longer lasting!
5. **ENJOY** its distinctive fresh *fragrance!*
6. **COMPLETE SATISFACTION GUARANTEED!** If not delighted, mail bottle to address on package for double your money.

PICTURES TO THE EDITORS

FUTURE FIGHTERS

Sirs:

Here are the Hewitt Whelesses of 1950 taking their physical fitness tests at the Dayton, Ohio, YMCA. Now that keeping healthy is contributing to the nation's welfare, these kids really take their tests

seriously. You can see by the expression on the chubby boy's face that if determination could do the trick, he would send that cylinder to the ceiling with one patriotic puff.

VERNON SCOTT GILMORE
Dayton, Ohio



OIL RINGS

Sirs:

The beach dwellers at Nags Head, N. C. look out every day at grim reminders of war in the Atlantic Ocean. The wavy patterns on the sand in this picture

are deposits of oil washed up on the shore from sunken submarines and tankers. Each incoming tide leaves a new sticky, black ring to scar this peacetime playground.

MRS. NELLIE PRIDGEN
Nags Head, N. C.



FREAK CANAL

Sirs:

Even Luther Burbank wouldn't have tried to cross a river with a canal, but the early Ohio engineers took the task in their

stride. I took a picture of this engineering oddity just outside Cleveland, Ohio, where the old Ohio Canal crosses the Cuyahoga River.

L. T. BEGGS
Cleveland, Ohio





"He eats as though he didn't know where his next missionary was coming from... pretty soon even **ENO** won't help him!"

Smoking, eating or drinking to excess may bring on headaches, heartburn, and the heavy, stuffy feeling of acid indigestion. When that happens, just remember—a dash of sparkling, tangy-tasting Eno in a glass of water helps alkalize by relieving excess stomach acid. A larger quantity taken before breakfast acts as a refreshing laxative. Buy world-known Eno... and use anytime you feel out-of-sorts.

Whenever You Eat, Drink or Smoke Too Much... Take

ENO

The Effervescent Saline THAT TASTES SO GOOD

IF YOU WANT
to subscribe to **LIFE**, write to
F. D. PRATT, Circulation Manager
LIFE—330 East 22nd Street
Chicago, Illinois
AND ENCLOSE \$4.50



A wife's best friend and buying guide

The Pacific Factag helps you recognize value in wartime purchases of cotton and rayon merchandise

Insist on the Pacific Factag at your favorite stores. It is America's leading informative label—on cotton or rayon garments for women, children, men; on fabrics by the yard; on sheets and pillow cases.

PACIFIC MILLS
214 Church St. New York



PICTURES TO THE EDITORS

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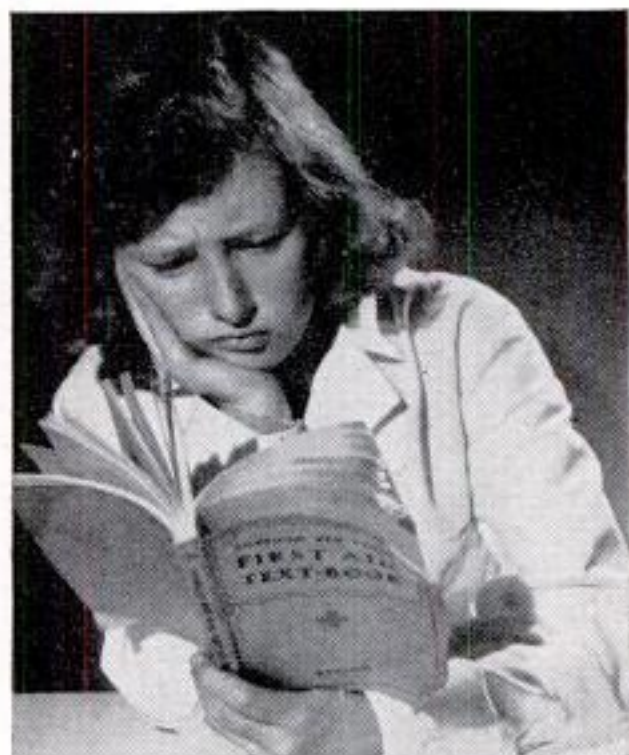
CIVILIAN CASUALTY

Sirs:

Here is lesson No. 1 on how not to learn First Aid. My young friend got so enthusiastic over her First Aid textbook, she experimented on the first victim she could find—her pet kitten. Neither she nor the kitten had much fun.

MARY LOWBER TIERS

New York, N. Y.



SHE COMES ACROSS A TOUGH ONE



AND PRACTICES ON HER PET CAT



BUT CATS ARE UN-COOPERATIVE



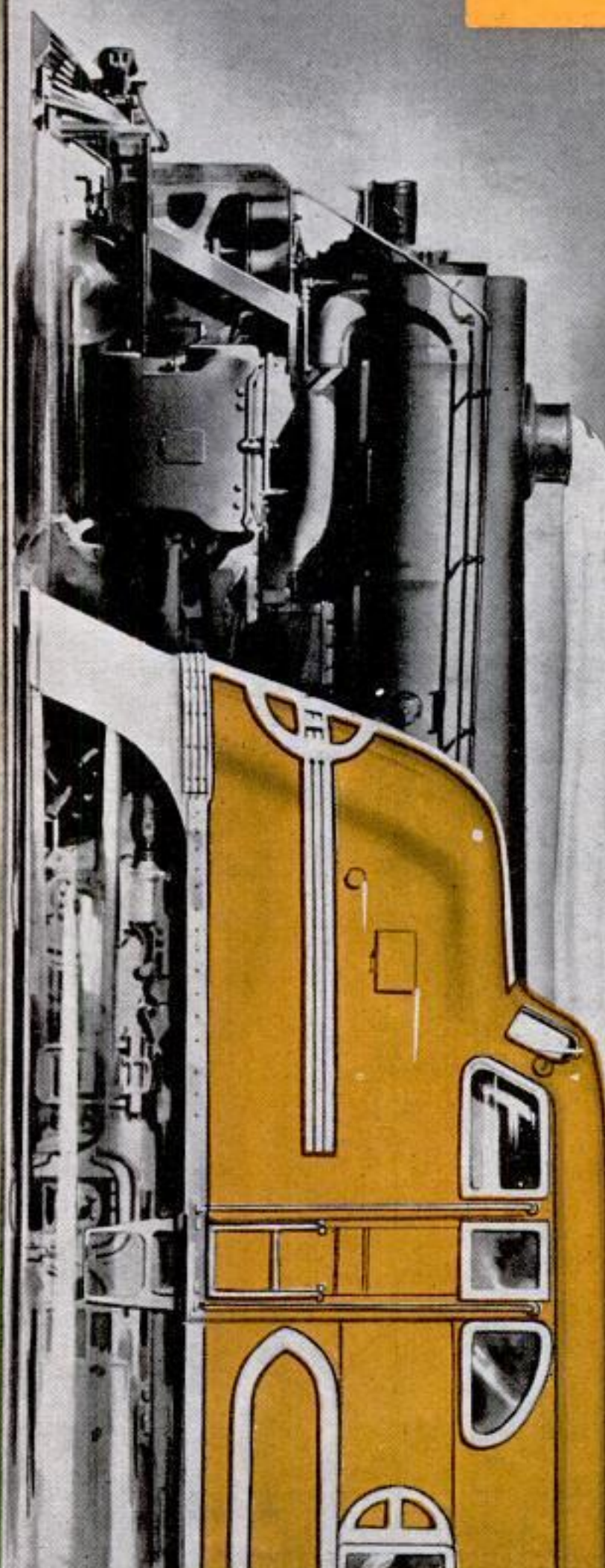
AND A SCRATCH NEEDS REAL AID



Will

GO WEST

to CALIFORNIA and the SOUTHWEST



Transportation, Time, Money—all have new meaning today

For transportation to, from, or in the Southwest and California, you will find a complete range of service among the 17 Santa Fe streamliners, and our many other fine regular trains.

• For transcontinental travel—on war work, civilian business, or pleasure—the racing deluxe *Super Chief* and *Chief* save precious hours; *El Capitan* and the *Scout*, modern, comfortable, air-conditioned economy trains, save precious dollars.

Santa Fe is now moving many men, and much war material. We must prepare to do still more in future. That job comes first, now and always. But behind it we pledge every effort to maintain convenient regular service for civilian use. In that effort you can help.

• Make reservations as early as you can. Buy your ticket at the same time, if possible. Round-trip tickets save time, worry and money. If you must cancel reservations, do so promptly, thus releasing space for others. Travel is heaviest on week-ends and holidays—pick other days, if convenient.

Please turn freely to any Santa Fe representative for help on western travel problems, or write to

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Passenger Traffic Manager
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"YOU BET I'M SAVING MONEY THESE DAYS!
MY STOCKINGS GIVE ME UP TO
20% MORE WEAR!"



It's worth money to know

PERSPIRATION IS ACID ...IT **ROTS** STOCKINGS!

ONLY IVORY SNOW combines
2 advantages you'll want in
fighting this danger

• Today it's more and more important to defend your precious silk stockings against the daily danger of acid perspiration!

And it's so easy, too, if you simply avoid careless washing methods. Give your stockings a quick rinse, after each wearing, in gentle, thorough-cleansing Ivory Snow suds. You'll

find you'll get up to 20% more wear from your silk stockings! Rayon and nylon stockings also last longer when given gentle, daily Ivory Snow care.

But—use *only* Ivory Snow. For only this different soap combines 2 great advantages (see below). Not a flake, not a powder—Ivory Snow is made in dainty "snowdrops" to explode into suds in 3 seconds—even in cool water. And those rich suds will whisk out dangerous acid perspiration and other soil in a jiffy!



**IVORY SNOW IS THE ONLY
SOAP THAT OFFERS
BOTH THESE ADVANTAGES**

1. It's Ivory pure—wonderfully safe for all your fine washables.
2. It's made in tiny, pure-white "snowdrops" that dissolve like a flash in cool water—about 4 times faster than any popular soap in this form.

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WANT LOVELIER HANDS IN 12 DAYS?

If your hands are red and rough from using one of those strong laundry soaps—change to pure Ivory Snow for dishwashing. It cuts grease as fast as the strongest washday soap. And in just 12 days you'll get softer, smoother hands!



Miss Ivory Snow says:
"Read these 2 points
and you will know
Why it's best to
use Ivory Snow!"



RICH SUDS IN JUST 3 SECONDS—EVEN IN COOL WATER! 99% PURE

PICTURES TO THE EDITORS

(continued)

SUITS TWO

Sirs:

You've been hearing a lot about the "zoot suit with the drape shape" lately. Well here it is, draped comfortably around two clerks in my clothing store. This suit

belongs to one man—our biggest and best customer. He weighs 365 lb. and this suit fits him perfectly. The enclosed picture should give you a rough idea of this man's build.

WILLIAM BRAUER JR.
Fond du Lac, Wis.



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ALL THE WORLD LOVES A "HAPPY BLENDING"!



1.
Sir Ferdie Fox,
Who hounded hares,
Lacked nothing but
A wife and heirs.



2.
On Home, Sweet Home,
Prue had a crush;
She'd sit and knit,
Or comb her brush.



3. One day they met—
Prue's eyes grew starry;
"Egad!" breathed Ferd,
"The perfect quarry!"
Ferd found, with Prue,
The Happy End—
Like CALVERT, they're
A Happy Blend!

4. Yes, CALVERT, too, makes perfect mates
Of all the noble whiskey traits.
To bring your taste supreme delight,
Try CALVERT, sir—this very night!

Clear Heads
Choose

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THE WHISKEY WITH THE "HAPPY BLENDING"

Calvert Distillers Corp., New York City. BLENDED WHISKEY Calvert "Reserve": 86.8 Proof—65% Grain Neutral Spirits... Calvert "Special": 86.8 Proof—72½% Grain Neutral Spirits.

LUCKY STRIKE MEANS FINE TOBACCO!

One of a series of paintings of the tobacco country by America's foremost artists



A "stick" of tobacco after curing. Painted from life on a Southern farm by Arnold Blanch

We paid 41%* more in Hahira, Ga., to bring you fine, light tobacco like this

DUE WEST of Georgia's vast Okefenokee Swamp lies a tobacco town called Hahira.

Hahira is one of the scores of Southern towns where year after year, at auction after auction, the makers of Luckies go after the finer, milder leaf—and pay the price to get it.

For example: In Hahira at auctions of the 1939 crop, we paid 41% more—yes, 41% above the average market price, to get this naturally milder, better-tasting tobacco!

This was in no way unusual. We paid well above the average market price in 108

tobacco markets that season. And that 1939 crop, properly aged, mellowed, and blended with other fine crops, is in the Lucky Strike Cigarettes you buy across your retail counter today.

In a cigarette, it's the tobacco that counts—and to independent tobacco experts who know the facts, Lucky Strike means fine tobacco. With these experts—auctioneers, buyers and warehousemen—with these men who know tobacco best, it's Luckies 2 to 1.

Isn't that worth remembering... worth acting on, next time you buy cigarettes?



*41% more than the average market price reported by U. S. Department of Agriculture.

With men who know tobacco best—it's Luckies 2 to 1